

ANALYSIS OF ENGLISH VOCABULARY AND SENTENCE PATTERNS IN
JOB ADVERTISEMENTS CASE STUDY OF THE BANGKOK POST



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หัวข้อวิทยานิพนธ์	การวิเคราะห์คำศัพท์และกระบวนประโยคภาษาอังกฤษ ที่ใช้ในการโฆษณารับสมัครงาน : กรณีศึกษา หนังสือพิมพ์บางกอกโพสต์
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บทคัดย่อ

วิทยานิพนธ์ฉบับนี้ศึกษาคำศัพท์และกระบวนประโยคภาษาอังกฤษที่ใช้ในการโฆษณารับสมัครงานของหนังสือพิมพ์บางกอกโพสต์ ข้อมูลที่ใช้ในการศึกษาค้นคว้าครั้งนี้คือโฆษณารับสมัครงานเฉพาะชั้นโฆษณาที่สามารถแยกประเภทกลุ่มงานได้เป็น 5 กลุ่มแรกจากทั้งหมด 10 กลุ่มงาน โดยอ้างอิงจากมาตรฐานอาชีพปี พ.ศ.2531 (ISCO-88) ซึ่งโฆษณาที่สามารถแยกได้ดังกล่าวมีจำนวน 400 ชิ้นจากจำนวนทั้งหมด 735 ชิ้นที่ได้เก็บรวบรวมตั้งแต่วันที่ 1 มิถุนายน ถึง 30 พฤศจิกายน 2545 สำหรับเครื่องมือที่ใช้ในการวิเคราะห์คำศัพท์ คือ โปรแกรมคอนคอร์ดแอนซ์ (concordancing software) ที่ชื่อ เวิร์ดสมิธ รุ่นที่ 3 (WordSmith Version 3) ในส่วนของการวิเคราะห์กระบวนประโยคได้ทำการวิเคราะห์ตามทฤษฎีของนักภาษาศาสตร์ที่ชื่อ เคิร์ก และคณะ (Quirk et al.1985)

ผลการวิเคราะห์พบว่าภาษาที่ใช้ในโฆษณารับสมัครงานมีลักษณะเป็นการแจ้งให้ทราบ ในส่วนของการวิเคราะห์คำศัพท์นั้นพบว่าประเภทของคำมีอยู่ 3 ประเภทจาก 4 ประเภท ได้แก่ ประเภทคำปิด (closed classes), ประเภทคำเปิด (open classes) และประเภทตัวเลข (numerals) แต่ไม่ปรากฏประเภทคำอุทาน (interjections) สำหรับการวิเคราะห์คำย่อที่พบถึง 5 ชนิด จาก 7 ชนิดด้วยกัน คือคำย่อที่มาจากการตัดคำท้าย (clippings), คำย่อที่ใช้เฉพาะอักษรแรกของชื่อเต็ม (initialisms), คำย่อแบบการย่อคำ (contractions), คำย่อที่มาจากการผสมของอักษรต้นของชื่อเต็ม (acronyms), และคำย่อแบบตัดคำหน้า (apherisises) สำหรับคำย่อที่มาจากภาษาต่างประเทศ (substitutions) และสัญลักษณ์ (symbols) นั้นไม่พบ และในส่วนของคำปรากฏร่วมกันพบว่ามีทั้ง

คำปรากฏร่วมแบบไวยากรณ์ (grammatical collocations) และคำปรากฏร่วมแบบเนื้อหา (lexical collocations)

สำหรับการวิเคราะห์กระบวนประโยคนั้นพบว่าประโยคในโฆษณารับสมัครงานที่ใช้เป็นข้อมูลในการศึกษาคั้งนี้ มีทั้งหมด 1,305 ประโยค โดยแบ่งเป็น เอกัตถประโยค (simple sentences) จำนวน 42.07%, อนนัตถประโยค (compound sentences) จำนวน 1.30%, สัจกรประโยค (complex sentences) จำนวน 55.10% และอนนัตถ-สัจกรประโยค คอมเพาท์-คอมเพล็ก (compound-complex sentences) จำนวน 1.53%

ประโยชน์ของการศึกษาคั้งนี้ สามารถนำไปเป็นแนวทางให้กับผู้มีหน้าที่เขียนโฆษณารับสมัครงานเพื่อพัฒนาทักษะการเขียน และยังเป็นประโยชน์ต่ออาจารย์และนักศึกษาในสาขาวิชาสื่อสารมวลชนโดยนำไปใช้ในการเรียนการสอน



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ABSTRACT

This thesis investigated the characteristics of language features in terms of vocabulary and sentence patterns in job advertisements in the Bangkok Post. The data for this study were job advertisements which could be classified into the first five of the ten groups of jobs specified by ISCO-88. The advertisements so classified amounted to 400 pieces, out of a total of 735 pieces collected during June 1 and November 30, 2002. The analysis tool for lexical study was the concordancing software (WordSmith Tools Version 3 by Mike Scott 1999) and the analysis of sentence patterns was based on Quirk et al. (1985).

The results of the study showed that language in job advertisements was informative. According to the corpus findings in terms of vocabulary analysis, three main types of word classes were found: *closed classes*, *open classes* and *numerals*, but *interjections* were not found in these job advertisements. There were five types of abbreviations used in job advertisements: *clippings*, *initialisms*, *contractions*, *acronyms* and *apherisises*, but *substitutions* and *symbols* were not found. In terms of collocations, both grammatical and lexical collocations were found.

With respect to the analysis of sentence patterns, it was found that there were 1,305 sentences, which consisted of 42.07 % simple sentences, 1.30 % compound sentences, 55.10 % complex sentences, and 1.53 % compound-complex sentences.

This study can be a guideline for copy-writers to develop their skill in writing job advertisements, and for teachers and students in courses concerning media studies and communicative English studies.

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LIST OF ABBREVIATIONS

ABC:	Audit Bureau of Circulation
BNC:	British National Corpus
BoI:	Board of Investment
FDI:	Foreign Direct Investment
GW:	Guardian Weekly
IBM:	International Business Machines
ISCO:	International Standard Classification of Occupation
LOB:	Lancaster-Oslo-Bergen
OCR:	Optical Character Recognition



CHAPTER 1

INTRODUCTION

1.1 Statement and Significance of the Problems

At present, applying for a job is a very competitive activity in many countries. Thus, people who want to get a good job have to prepare themselves for the interview and need to have high qualifications, especially education. Moreover, they must use at least one foreign language, particularly English. According to Acedo Dominguez and Edwards Rokwski (2002: Online), nowadays it is necessary to have good English in order to obtain a job, get promoted, and perform effectively in the world of work.

In Thailand, English has increasingly played a vital role both in education and commerce because of the growth in foreign investments as confirmed by National Identity Office (1996) as follows:

“Since the end of 1986, Thailand has been a favourite location for foreign firms escaping appreciating currencies and escalating labour costs...The government continues to take a very positive stance towards foreign direct investment in the manufacturing sector. The Thai government has consistently welcomed foreign investment, recognizing the important role played by foreign technology, management and marketing skills as dynamic force contributing to Thailand's economic development.”

(National Identity Office 1996: Online)

Besides, foreigners are now permitted 100% equity in sectors previously reserved for the Thais, resulting in land ownership by foreigners and fuller participation by foreign firms in the domestic economy (Deyo 1999: Online). Because of this permission, the Board of Investment or BoI (2002: 89) reported that in the year 2001, Foreign Direct Investment (FDI) increased to 3,741 million US dollars comparative to the net investment value of 2,813 million US dollars in the year 2000. More than 57% of FDI has been invested in industrial sectors and around 23% in trading.

Such situations are tending to cause most of the job advertisements these days to be written in English in order to recruit applicants who are capable of using English. Even Thai daily newspapers tend to advertise jobs in English, for example, the Krungthep Thurakij newspaper (January 27, 2003) placed job advertisements for *Sikarin Hospital* and *Padeang Industry*, and the Kom Chad Luek newspaper (January 27, 2003) placed job advertisements for *Sansiri*, and *Thai Meira Company*.

There has been a substantial amount of research on the study of advertisement language. According to Smith (1994: 83-87), the language used in advertisements of products and services should attract the eye or ear of the targeted individual, and be specific about the benefits of the product or service. It should be believable, sincere, and honest; be easy to read and easy to understand. Moreover, he observed that the language used is not only short but amusing enough to be appealing. It can be seen that the language used in job advertisements is somewhat different from that used in other advertisements of products and services. Kijpanpanij (1999:56-70) stated that the language used in job advertisements should be short and clear, while the content should cover all details for those who are interested such as qualifications, and how to apply for the job. He also said that the form of language in job advertisements should not come up with embellishment and word playing. Furthermore, job advertisements should have the feature of an announcement i.e. they convey to job seekers the demands of the employments. All of these features call for the precision and conciseness of the language being used otherwise it may create difficulties for Thai readers who have inadequate skills in reading and understanding English with such characteristics.

There were many people interested in studying advertisement language such as Leech (1966), who studied about the language of advertising on TV in Great Britain. His research was written in a spirit of neutral enquiry, with a purely linguistic object of describing what British advertising was like. Dhongde (1987) studied the common linguistic features of advertising English used in Indian newspapers and magazines. In this research, Dhongde studied graphological and phonological, lexical, phrasal, clausal, and sentential features of advertising English.

In Thailand, Tonthong (1991) studied tourism advertisement headlines in printed media. The data were classified into five common communicative functions and one category of cluster of function. Besides, the data were analyzed to reveal the grammatical forms in each

communicative function following Leech's framework of grammatical analysis. More details about researches on advertisement language will be mentioned in Chapter II (Literature Review).

It can be seen that in Thailand there seemed to be very few studies oriented specifically to the systematic use of corpus-based information in job advertisements in English newspapers. Therefore, this thesis attempts to use the corpus information (a collection of text) in finding out the special features of English in job advertisements to provide a guideline for copywriters to develop their writing skill in job advertisements. Moreover, it can be useful to teachers and students in courses concerning media studies and communicative English studies. The teachers can expose their students to the language used in real life situations.

1.2 Goals and Objectives

This study aimed to find out and describe the language features in job advertisements in the Bangkok Post dated June 1st to November 30th, 2002. The study has three objectives:

- 1.2.1 To compile a corpus of English as used in each category of job being advertised in the Bangkok Post.
- 1.2.2 To analyze the lexical features: word classes, abbreviations, and collocations.
- 1.2.3 To analyze the sentence patterns used in job advertisements.

1.3 Process of the Study

There were three main stages in the process of this study: data collection and data sampling, data analysis, and conclusion and discussion.

1.3.1 Data Collection

1.3.1.1 Data were gathered from the Bangkok Post for six months.

1.3.1.2 All data were classified into groups of job based on International Standard Classification of Occupation 1988 or ISCO-88.

1.3.1.3 Corpus Compilation

All printed job advertisements were scanned and stored as plain text files by using optical character recognition (OCR) software.

1.3.2 Data Analysis

1.3.2.1 Concordancing Software

The concordancing software called WordSmith Tools was used to find out WordList and Concord.

1.3.2.2 Content Analysis

1) The Lexical Analysis

1.1 Word Classes: Closed classes, Open Classes, Numerals, and Interjections

1.2 Abbreviations: Acronym, Blending, Clipping, Apheresis, Contraction, Substitution, and Symbol

1.3 Collocations

2) The Sentence Patterns

2.1 Simple Sentences

2.2 Compound Sentences

2.3 Complex Sentences

2.4 Compound –Complex Sentences

1.3.3 Results and Discussion

For the lexical analysis, the findings were presented in term of word frequencies, concordancing, and collocation. For the sentence patterns, the findings were shown in the form of percentage. The results were then followed by discussion

1.3.4 Conclusion and Suggestion

The results were concluded and further studies were also recommended.

1.4 Scope or Limitations of the Study

This study is restrained in these following ways:

1.4.1 In this thesis, only job advertisements in newspaper were used because the newspaper is the major source of reading matter and the most accessible. It is also cheap and it can be read at convenience of the readers (Schramm 1965: 45, Emery et al. 1971: 152-153, Merrill 1995: 279).

1.4.2 The Bangkok Post was selected as the source of samples, because it has the largest circulation among English newspapers in Thailand (56,750 copies) [Audit Bureau of Circulation or ABC, quoted in Thanomsak 1998:59].

1.4.3 The job advertisements were collected in a six-month span. The reason for the determining period was the same as Leech (1966) who studied the language of advertising for six months (December 1960 to May 1961), because it was considered long enough to be representative of half a year and enough to exclude changes in the language, and to ensure language validity.

1.4.4 There are two types of job advertisements: those published by prospective employers, and those by job seekers. In this thesis only the former were collected because they were more numerous and thus worth focusing.

1.4.5 The analysis of word classes and sentence patterns were based on Quirk et al. (1985). As for abbreviations and collocations, they were based on Barnhart et al. (1995) and Benson et al. (1986) respectively.

1.4.6 In the sentence analysis, the sentences with some parts split and formed into a list were excluded because they were too long and did not represent sentences in their typical forms e.g.

All positions require people with:

- high EQ
- ability to work in a non-hierarchical organisation; self-starter
- strong personal discipline to adhere to established processes without supervision
- willingness to learn from clients, peers, supervisors and subordinates

1.4.7 Concordancing computer program is used for analyzing frequency list of words, abbreviations and collocations.

1.5 Definitions

- Abbreviations:** Shortened forms in the speech or writing system such as **contraction:** *Ltd.* for *limited*, **acronyms:** *OPEC* for *Organization of Petroleum Exporting Countries*, and **symbol:** *&* for *and*
- Collocations:** Words which occur in the neighborhood of a given searching word such as the collocation of *experience* might include *experience + in + N: experience in customer service* and the collocation of *degree* might include *Bachelor's degree + in + N: Bachelor's degree in business* or *N + degree: Business degree*.
- Concordance:** A primary tool in all corpus studies which enables a researcher to find all occurrences of a given word, a part of word, or combinations of words within the context in a corpus of texts.
- Corpus:** A collection of linguistic data, either compiled as written texts or as a transcription of recorded speech, and usually stored in a computer-readable form.
- International Business Machines or IBM corpus:** The corpus of 1,000,000 words from a set of IBM manuals which are concerned with a very limited set of subjects, and the author of such documents are quite tightly restricted to using items of vocabulary and set expressions. So, IBM manuals are homogeneous stylistically.
- International Standard Classification of Occupation or ISCO:** A system for classifying and aggregating occupational information obtained by means of population censuses and other statistical surveys, as well as from administrative record. The Ministry of Thai Labour's the standard classification of occupation also bases on this ISCO.
- Lexical features:** Word Classes, abbreviations, and collocations
- Parts of speech:** The different types of words which are used to form sentence such as nouns, pronouns, verbs, adverbs, prepositions, and interjections (Richard et al. 1987: 209). Based on Quirk et al. (1985), this thesis uses **Word Classes** instead of *parts of speech*.

The Bank of English:	The corpus which was initiated in 1991 by Collins COBUILD to provide a textual database for the compilation of dictionaries and for language studies.
The Brown Corpus:	The American English corpus of 1,014,312 words from the year 1996.
The Guardian Weekly Corpus:	The corpus from the international newspaper which was collected from October 1996 to October 2001 and contained around 1,850,000 words.
Tokens or Running Word:	The same as total number of word forms, which means that individual words occurring more than once in the text are counted each time they are used. For example, the sentence " <i>They walked from where they had parked the car</i> " contains nine tokens.
Types or different words:	The total of different word forms, so that a word which is repeated many times is counted only once. The sentence " <i>They walked from where they had parked the car</i> " has eight word types, as <i>they</i> occurs twice.
Type/Token Ratio:	The relative proportions of types and tokens.
Vocabulary:	A set of lexical items (words) in a language, also called the lexicon (Crystal 1992: 412).

CHAPTER 2

LITERATURE REVIEW

This chapter is divided into four main parts. The first part presents the information concerning newspapers and job advertisements. The second part involves previous researches into the language of advertisements. The third part presents the vocabulary and the sentence patterns. The fourth part is the background of using corpus for the description of languages.

2.1 Newspapers and Job Advertisements

The newspaper is one element of mass media that the audience uses in their daily living. In fact, newspaper coverage has been popular not only in this century but also over the past three centuries (De Vito 1991:459, Wilson 1995:92-93). Even though the newspaper is not as quick to disseminate information as newer electronic mass media, it is the fastest of the print media and more advertising money is spent on newspapers than on any other medium. Therefore, newspaper advertising is a versatile and important channel for all kinds and sizes of business, especially for retailers. Jugenheimer and White (1991: 71) suggested the several reasons why retailers like to advertise their products in newspapers. Firstly, the advertising in print is not very expensive and the audience can read it over again. Secondly, the circulation or the number of copies distributed often covers a community. Thirdly, most people read a newspaper almost everyday. For the same reasons, companies also like to advertise for employments in newspaper.

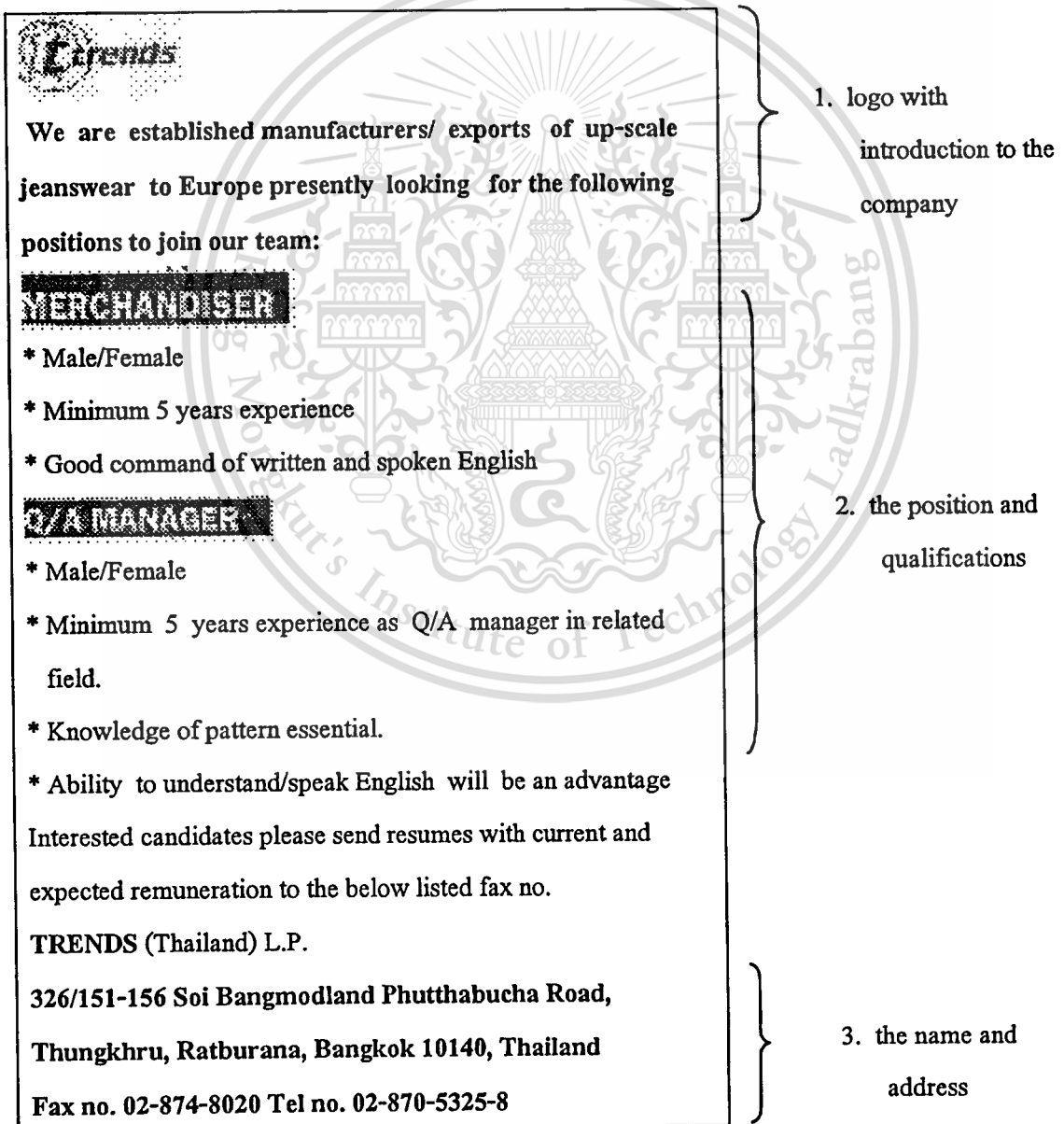
The characteristics of job advertisements are dissimilar to advertisements of products or services, particularly the language used. It has to be clear, concise, and precise. Kijpanpanij (1999: 70-72) suggested three main components of job advertisements:

1. Introduction to and information about the company such as name, type, and the size of the company.
2. The detail of job, which consists of the position, the gender, age, education, experience, etc.
3. Sending off words, which may contain salary and benefit, the document of application, address, the date of application and others.

Additionally, the logo of the company should be added in job advertisements because it projects the company's image. Job advertisements are therefore composed mainly of:

1. logo of the company
2. type of business and introduction to the company,
3. the name and the address of that company,
4. identification of the company's requirements: the position and the qualifications such as education, experience, and gender.

For example:



Trends

We are established manufacturers/ exports of up-scale jeanswear to Europe presently looking for the following positions to join our team:

MERCHANDISER

- * Male/Female
- * Minimum 5 years experience
- * Good command of written and spoken English

Q/A MANAGER

- * Male/Female
- * Minimum 5 years experience as Q/A manager in related field.
- * Knowledge of pattern essential.
- * Ability to understand/speak English will be an advantage

Interested candidates please send resumes with current and expected remuneration to the below listed fax no.

TRENDS (Thailand) L.P.
326/151-156 Soi Bangmodland Phutthabucha Road,
Thungkhru, Ratburana, Bangkok 10140, Thailand
Fax no. 02-874-8020 Tel no. 02-870-5325-8

1. logo with introduction to the company

2. the position and qualifications

3. the name and address

Figure 2.1 Components of Job Advertisements

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In the above example, there are three main parts of job advertisements. The first part is the logo and the introduction to the company. The type of business is also described in the introduction part. However, some companies do not include the type of business in this part because of the expense. The second part is the position and the qualifications that the companies require. The third one is the name and the address of that company. They often come together at the bottom part. Nevertheless, there are many alternative patterns in putting the name, for example, only the name or the name with logo at the top, the name with the address at the bottom, only name at the top and the address at the bottom, and so on.

2.2 Previous Research on the Language of Advertisements

This section is devoted to a review of research into the nature of advertising language. There have been many research studies on advertising language both in Thailand (Tonthong 1991 and Yimsomboon 2000) and abroad (Leech 1966, Dhongde 1987, Rannu 1998, and Rusu 2000).

The earliest research to examine English advertising was that of Leech (1966). He studied 617 English advertisements during December 1960-May 1961 to find out what British advertising was like. He analyzed in detail different aspects pertaining to grammar, vocabulary, discourse, rhyme and rhetoric of advertising with special reference to television. He related these aspects with the function factors such as attention value, listenability/readability, memorability and selling power. Illustration, display typography, vocal emphasis, prompt selling, grammatical solecism, metaphor and paradox were some of the aspects linked with attention value. Simple and colloquial style and familiar vocabulary were connected with readability. Phonological regularity such as alliteration, rhythm, rhyme and jingle were related to memorability. Frequent use of imperatives and superlatives were connected with selling power. These distinctive properties of advertising language were closely identified with the use of clauses: dependent clauses and independent non-finite and minor clauses. He suggested the use of minor clauses in advertising language called "disjunctiveness". Although his study and the present study are different in the types of advertising, his study has the precedence over this study because he was the pioneer in this field. Besides, some of his findings are useful to this research e.g. grammar and vocabulary.

Dhongde (1987) studied the common linguistic features of advertising English used in Indian newspapers and magazines. The study included graphological and phonological, lexical, phrasal, clausal and sentential features of advertising English. Some of the significant generalizations of the study were: a) there was a bit of over reliance on words as key to

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persuasion, b) short words, short sentences and short paragraphs were preferred for inducing easy readership, c) some semantic strategies, such as including certainty rather than doubt, being positive rather than negative, being universal rather than particular, and using commendatory rather than pejorative attributes were commonly observed, d) concrete and familiar words were deliberately chosen, e) a surprising element, a dramatic appeal, unconventional linguistic behavior, slight departures from language rules, innovation and playing on words were introduced from time to time to make the copy attractive and, f) keeping in mind the limitations of space and the sense of formal beauty, language was disciplined to be expressed in a succinct and precise manner.

In 1998, Rannu studied advertising language in mass media and found out that there appeared several features both in lexical and syntactic fields. In the syntax of advertising texts, both compound and simple sentences occurred. The interrogative and negative sentences did not occur as often as the previous ones. In the lexical field, there was a trend to use expressions similar to spoken language, i.e. the use of short verb forms. Still, in many occasions specific vocabulary was highly present to underline the specific features of the product. Comparatives and superlatives occurred in almost every advertisement, often combined with the adjectives giving information about the advertised item. Rannu (1998) also found that there were also several other distinctive features in advertising language, for instance, creating lists, presenting a dialogue or monologue, and supporting the advertisement with illustrative material to help remembering the product as much as possible.

After examining a great number of advertisements in magazines, Rusu (2000) found out that there were certain parts of speech which dominated the language of advertisements- noun (25%), adjective (20%), and verb (17%). The reason why the noun was found the most because the noun names the object advertised to give a real quality, to differ from abstract things, and to let the customer know that their product is worth trusting. Rusu suggested that the translator of the consumer-oriented texts must take this into account and use the same parts of speech when possible.

In Thailand, Tonthong (1991) analyzed the communicative functions and grammatical forms of tourism advertisement headlines in English printed media from 1986-1988. Her study was based on content analysis. 445 headlines from the total of 1014 were selected by random sampling. She found that informative headlines occurred the most in tourism advertisements. With respect to grammatical forms which occurred in each communicative function, it was found

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that independent clause elements were realized the most in declaring function, imperative clauses in commanding function, independent clause elements in informing function, affirmative clauses in provoking function, independent clauses in promising function, and affirmative clauses in the category of cluster function.

Yimsomboon (2000) surveyed the body copy types (one of the four parts of printed advertisements which appeared below the headlines and subheads) and the grammatical forms of the tourism advertisements in the printed media from 1998-1999. The material used in this study consisted of 240 newspapers: the Bangkok Post and The Nation, and 48 magazines: Sawadee and Kinnaree. She found that there were six types of body copy, which appeared in Thailand's tourism advertisements. The descriptive body copy appeared the most. She also found that there were three main grammatical forms used in the writing of the body copies' which were independent clauses, dependent clauses' and fragments.

It is clear from the above findings that the language of advertising has special characteristics, e.g. the language is expressed in a succinct and precise manner. Noun, verb and adjective are dominated parts of speech, and there are three kinds of sentence patterns, i.e. simple, compound and complex sentences. However, there are still many questions about what the special features of job advertisements are. As seen from the above, almost all of the previous researches into advertising concerned the advertisements of products in newspapers and magazines, or tourism advertisements. Research on job advertisements in English newspapers is still limited, thus it is worthwhile carrying out this research to uncover the nature of the language features in job advertisements in English newspapers.

2.3 Vocabulary and Sentence Patterns

This section is divided into two parts. The first is about the lexical features of vocabulary: abbreviations, word classes and collocations. The other is about sentence patterns: simple, compound, complex and, compound-complex.

2.3.1 The Lexical Features of Vocabulary

2.3.1.1 Word Classes

Word classes, traditionally called parts of speech, are used to form phrases, clauses, and sentences. Quirk et al. (1985) categorize word classes into 4 types:

1) *Closed Classes*, which the closed classes comprise:

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Preposition e.g. *of, at, in without, in spite of*

Pronoun e.g. *he, they, anybody, one, which*

Determiner e.g. *the, a, that, every, some*

Conjunction e.g. *and, that, when, although*

Modal verb i.e. *can, must, will, could*

Primary verb e.g. *be, have, do*

2) *Open Classes*, which are composed of:

Noun e.g. *John, room, answer, play*

Adjective e.g. *happy, steady, new, large, round*

Full Verb e.g. *search, grow, play*

Adverb e.g. *steadily, completely, really*

3) *Numerals*

Numerals, whether the cardinal numerals, *one, two, three, ...* or ordinal numerals *first, second, third, ...*, must be placed somewhere between open- class and closed-class items.

4) *Interjections*

Interjections might be considered a closed class on the grounds that those which are fully institutionalized are few in number. But unlike the closed classes' they are grammatically peripheral, in the sense that they do not enter into construction with other word classes, and are only loosely connected to sentences with which they may be orthographically or phonologically associated. They are also peripheral to the language system itself, in that they frequently involve the use of sounds which do not otherwise occur in English words. The examples of interjections are *oh, ah, ugh, and phew*.

2.3.1.2 Abbreviations

Abbreviation is a short form of a word or phrase, made by leaving out some of the letters or by using only the first letter of each word (Collins COBUILD English Dictionary 1992: 2). David Crystal (1992: 1) defined abbreviation as a reduced version of words, phrases or sentences. There are many types of word abbreviations, such as acronym (*EEC* for *European Economic Community*), blending (*brunch* for *breakfast and lunch*), and shortened forms (*ad* for *advertisement*). Sentence abbreviation is usually studied under the heading of ellipsis.

Barnhart (1995) stated the processes of abbreviation as follows:

“The processes of abbreviation are reduction, which create numerous types of shortened forms in speech or writing system of English. Many mechanisms of abbreviation in English are used to create a wide variety of forms”.

(Barnhart 1995: xiii)

According to Barnhart, abbreviations are classified as acronyms, initialisms, clippings, aphereses, contractions, substitutions, and symbols. Ellipsis is not included here because it is the abbreviation of sentences.

1) Acronyms

Crystal (1992: 5) said that an acronym is a word made up of the initial letters of other words. Some are pronounced letter by letter (*BBC* for *British Broadcasting Corporation*, *EEC* for *European Economic Community*); others are pronounced as whole words (*NATO* for *North Atlantic Treaty Organization* and *UNESCO* for *United Nations Educational, Scientific, and Cultural Organization*). Barnhart (1995: xv), however, grouped the former as *initialisms* and the latter as *acronyms*.

This study is based on Barnhart because the distinction between *acronyms* and *initialisms* is made clearer.

2) Clippings

The process of clippings is omitting a part or some parts at the end of a word such as *condo* (for *condominium*), *demo* (for *demonstration*), and *spec* (for *specification*). Some clippings keep only the initial syllable of a word such as *pop* (for *popular*), *prom* (for *promenade*), and *pro* (for *professional*). Some include a second syllable where a prefix is presented such as in *precip* (for *precipitation*), *prefab* (for *prefabrication*), and *prelim* (for *preliminary*). Besides, some clippings may include one or two following letters after the initial syllable where an ambiguity obscures meaning as in *prep* (for *preparatory*), *prop* (for *propeller*), and *mayo* (for *mayonnaise*).

3) Aphereses

The mechanism of aphereses, which are sometimes considered a special type of clippings, omits some part of the beginning of a word. As in clippings, many words formed by

apherisises were originally considered to be nonstandard usage, for instance, *phone* (for *telephone*) and *plane* (for *airplane*).

4) Contractions

The mechanisms of contractions are largely rooted in written English and they produce only occasional forms in spoken English, e.g. *Dr.* (for *doctor*) and *Agt* (for *agent*). A few contractions have entered spoken English and become quite prominent, such as *TV* (for *television*), *IV* (for *intravenous*), and *QT* (for *quiet*).

5) Substitutions

Another process of abbreviation rooted in written forms is substitutions, which often involves abbreviation forms of foreign words and expressions that are adopted in English contexts such as *AM* and *PM* (for morning and afternoon or evening from Latin *ante meridiem* and *post meridiem*), e.g. (for example from Latin *exempli gratia*), and *lb* (for pound from Latin *libra*).

6) Symbols

Symbols can be divided into three types which are: letter symbols e.g. $E=mc^2$ (E for energy, m for mass, and c for constant speed of light) and SOS (for distress), phonetic symbols in the pronunciation systems of dictionaries e.g. δ (for th) and $\lceil \rceil$ (for ng), and chemical symbols in every periodic table of the elements e.g. Au (for gold) and Ag (for silver).

2.3.1.3 Collocations

This section discusses the term “collocation”. It is divided into two parts: the definition of collocation (Benson et al. 1986), and the use of corpora for collocation analysis (Sinclair 1991; Kjellmer 1991; Johansson 1993; Shei and Pain 1999).

1) The Definition of Collocations

Benson et al. (1986) made a sharp distinction between what they call “collocations” and “free combinations”. Both kinds can be either grammatical or lexical:

“A grammatical collocation is a phrase consisting of a dominant word (noun, adjective, verb) and a preposition or grammatical structure such as an infinitive or clauses. Free grammatical combinations, on the other hand, consist of elements that are joined in accordance with the general rules of English syntax and freely allow substitution. Lexical collocations, in contrast to grammatical collocations, normally do not contain prepositions, infinitives or clauses. Typical lexical collocations consist of nouns, adjectives, verbs, and

adverbs. Free lexical combinations are those in which the two elements do not repeatedly co-occur; the elements are not bound specifically to each other; they occur with other lexical items freely”.

(Benson et al. 1986 : xi ff.)

2) The Use of Corpora for Collocation Analysis

Sinclair (1991) took new approach to find out collocations in English by using language corpora. He commented that collocation is the occurrence of two or more words within a short space of each other in a text. The usual measure of proximity is a maximum of four words intervening. Collocations can be dramatic and interesting because unexpected, or they can be important in the lexical structure of the language because of being frequently repeated. The two useful technical terms in the description of a collocation are:

- The **node** is a particular word or phrase which each citation or concordance line exemplifies.
- The **collocate** is the presentation with other words to the left and right of the node.

Both the **node** and the **collocate** are relative because the collocate occurs in the specified environment of a node as shown in Figure 2.2 below:

It really was like being back *at* school
 He drive back *down* to the terrace
 When our parents came back *from* Paris
 I followed him back *into* the wood
 A hefty slap *on* the back

Figure 2.2 The Node and the Collocates (Sinclair1991: 118)

In the examples above, the node of this is *back* and the collocates are the italic words e.g. *at*, *down*, *from*, *into*, and *on*.

Kjellmer (1991) discussed collocational behaviours of parts of speech categorized on the basis of corpus analysis. He found that singular nouns and verb base forms have a higher collocational tendency. Similar to Kjellmer (1991), Shei and Pain (1999: Online) also found that

investigating the V-N collocations, the verb base forms almost always have higher collocating ability than other verb forms like past tense or third person form. In Shei and Pain research, the 100 million words BNC (British National Corpus) were used as the reference corpus from which the standard English collocations are extracted. To exemplify, a frequency table of the appearing verbs within three words to the left of *confidence* is given below:

Table 2.1 Partial Frequency List of Verb Collocations for Confidence

(Shei and Pain 1991: Online)

Word	Frequency
Give	100
Gain	66
Restore	59
Gave	54
Lost	54
Gives	51
Build	47
Giving	43
Lose	41
Gained	38
Inspire	33
Develop	29
Boost	29
Undermine	23
Maintain	25

From Table 2.1, it can be seen that the total frequency of fifteen verbs is 692, but the frequency of verb base forms reach 452 or 65.34 %. This can support the discussion on the V-N collocations.

Other types of collocations should not be neglected, however. For example, Altenberg (1991) further explored other collocations in English, which involved adverb-adjective collocations. A significant finding in this work was based on the distinct between ‘maximizers’ and ‘boosters’, both of which are adverbs which collocate with adjectives and amplify them in different ways. Maximizers (*completely, absolutely, thoroughly, etc.*) modify adjective, which cannot be graded (e.g. *impossible, wrong*); whereas boosters (*extremely, awfully, deeply, etc.*) typically modify fully gradable adjective (e.g. *big, bad, exhausted*). This explains why *extremely right* in an ESL learner’s writing sounds unnatural — wrong match of a booster with a non-gradable adjective. Johansson (1993) drew all examples of adverb-adjective pairs from the Lancaster-Oslo-Bergen (LOB) corpus, e.g. *vitally* (adv.) paired with *important* (adj.). He made some interesting classifications as follows:

Degree and extent: *vitally important*
 Emphasis: *definitely helpful*
 Manner: *enjoyably articulate*
 Time: *frequently inaccurate*
 Space: *universally inaccurate*
 Viewpoint and respect: *theoretically possible*
 Evaluation of truth: *apparently blameless*
 Basic and typical qualities: *typically British*
 Value judgement: *absurdly long*

Similar to these previous researches, this study uses corpus of job advertisements to analyze the collocational behaviours of the language being used in them.

2.3.2 Sentence Patterns

2.3.2.1 Simple Sentences

Quirk et al. (1985: 719) stated that sentences are either simple or multiple. A simple sentence consists of a single independent clause. A multiple sentence contains one or more clauses as its immediate constituents. Multiple sentences are either compound or complex. These will be discussed in 2.3.2.2 and 2.3.2.3.

Quirk et al. (1985) distinguish the following elements of clause structure: Subject (S), Verb (V), Complement (C), Object (O), and Adverbial (A). They classify single independent clause into 7 types:

Type SV	S	V(intransitive)			[1]
	Prices	rose			
Type SVO	S	V(monotransitive)	Od		[2]
	Elizabeth	enjoys	classical music		
Type SVC	S	V(copular)	Cs		[3]
	Your face	seems	familiar		
Type SVA	S	V(copular)	As		[4]
	My sister	stays	next door		
Type SVOO	S	V(ditransitive)	Oi	Od	[5]
	We all	wish	you	a happy birthday	
Type SVOC	S	V(complex transitive)	Od	Co	[6]
	The president	declared	the meeting	open	
Type SVOA	S	V(complex transitive)	Od	Ao	[7]
	The doorman	showed	the guests	into the drawing room	
	Ao object-related adverbial	Co object complement	Od direct object		
	As subject-related adverbial	Cs subject complement	Oi indirect object		

Quirk et al. (1985) also described the elements of subject, verb, complement, object and adverbial as follows:

Subject (S)

The subject is normally a nominal (a word, phrase or clause functioning as noun) e.g.:

- Word= *John is watching TV.*
- Phrase= *The blonde girl in blue jeans is my sister.*

- Clause= *That the invading troops have been withdrawn* has not affected our government's trade sanction.

Verb (V)

The verb element is the most 'central' element and it is preceded by the subject. There are three main types of verbs: intransitive verbs, transitive verbs, and copular verbs.

Intransitive verbs are followed by no obligatory element e.g. Someone *was laughing*.

Transitive verbs are followed by an object. The transitive verbs can be further classified into three main types:

- *Monotransitive verbs* are followed by a direct object e.g. My mother *enjoys* parties.
- *Ditransitive verbs* are followed by an indirect object and a direct object e.g. Mary *gave* the visitor a glass of milk.
- *Complex transitive verbs* are followed by a direct object and an object complement e.g. Most people *consider* these books expensive, or a direct object and object-related adverbial e.g. You must *put* all the toys upstairs.

Copular verbs are equivalent in function to the principle copula, which refers to the verb BE. Copular verbs fall into two main classes: *current attribute* and *resulting attribute*.

- Current attribute: appear, feel, look, seem, smell, sound, taste, remain, keep and stay
- Resulting attribute: become, come, end up, get, go, grow, prove, turn, fall, run, wind up, and turn out

Object (O)

Like the subject, the object is normally a nominal which follows the subject and verb.

There are two types of object: direct and indirect

- The direct object refers to an entity that is affected by the action denoted in the clause e.g. Norman smashed *a window in his father's car*.
- The indirect object refers to an animate being that is the recipient of the action e.g. David saved *me* a seat.

Complement (C)

The complement is normally a noun phrase or an adjective phrase e.g. Their daughter becomes *an accountant*, and My glass is *empty*.

The two types of complement are the subject complement and the object complement. The subject complement relates to the subject and the copular verb e.g. Your dinner seems *ready*.

The object complement relates to the direct object e.g. We find them *very pleasant*.

Adverbial (A)

The adverbial is normally an adverb or adverb phrase, e.g. She telephoned *recently*, Prices rose *very dramatically*, or prepositional phrase, e.g. She telephoned *in the evening*, or an adverbial clauses, e.g. She telephoned *hoping for a jobs*. It may also be a noun phrase, e.g. She telephoned *last week*.

In fact, the adverbial not only occurs in types SVA and SVOA, but it can optionally occur in all types. Its positions are:

- The beginning of the sentence e.g. *In 1945* the country becomes independent.
- The end of sentence e.g. Someone was laughing *loudly*, You must put all the toys *upstairs immediately*, and Most people consider these books rather expensive *actually*.
- In front of verb e.g. My mother *always* enjoys parties.

2.3.2.2 Compound Sentences

Quirk et al. (1985) stated that a compound sentence consists of two or more coordinated main clauses, which are linked with coordinators. The structure of this type of sentence is shown in Figure 2.3

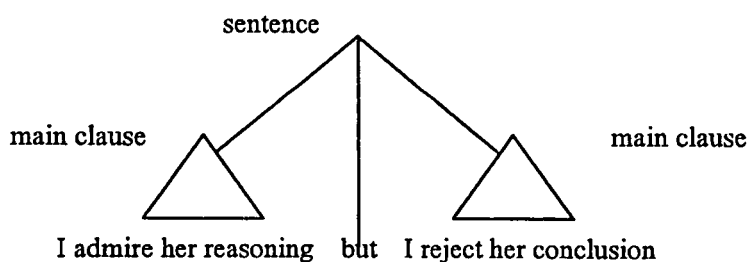


Figure 2.3 Compound Sentence: Coordinate Clauses

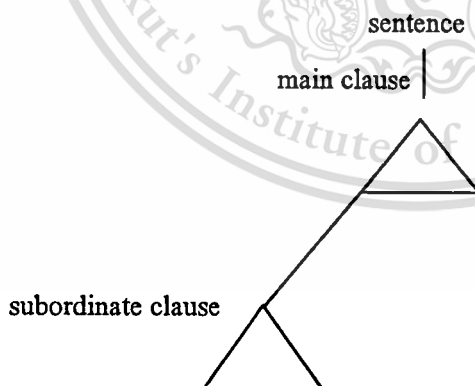
Main clauses in compound sentences are generally also independent clauses. But if a coordinated main clause when isolated from the rest of the sentence is unacceptable as a simple sentence, it is not an independent clause. For example, the second clause below is structurally deficient as a simple sentence because of the ellipsis; the acceptability of the clause depends on its relationship to the first clause:

“The plot was exciting and the characterization plausible.”

The three main coordinators are *and*, *or*, and *but*. *And* presents a relation between the coordinate clauses, e.g. “The wind roared and the lightning flashed.” The coordinator *or* introduces an alternative, e.g. “You can sleep on the couch in the lounge *or* you can go to a hotel.” *But* expresses a contrast, for instance, “John is rich, *but* he is unhappy.” There are other coordinators such as *both...and*, *either...or*, *neither...nor*, and *not (only)...but*. These are correlatives with *and*, *or*, and *but*.

2.3.2.3 Complex Sentences

Quirk et al. (1985) mentioned that a complex sentence is like a simple sentence in that it consists of only one main clause, but unlike a simple sentence in that it has one or more subordinate clauses. The subordinate clauses are related with the subordinators such as *although*, *because*, and *that*. The example in figure 2.4 illustrates a subordinate clause with *although*.



Although I admire her reasoning, I reject her conclusion.

Figure 2.4 Complex Sentence: Subordinate Clause

Quirk et al. (1985: 992) categorized subordinate clauses by structure into three main types:

Finite Clause is a clause whose verb element is finite (such as work, works, can work, has worked, is working) e.g. David cannot go because he *is working*.

Nonfinite Clause is a clause whose verb element is nonfinite (such as to leave, having left, left) e.g. *Her aunt having left the room*, I asked Ann for some personal help.

Verbless Clause is a clause that does not have a verb element, but is nevertheless capable of being analyzed into clause element e.g. *Although always helpful*, he was not much liked (=Although, he was always helpful,....).

Quirk et al. also grouped subordinate clauses according to their functions into 8 types: nominal clauses, adverbial clauses, relative clauses, complementary clauses, sentential relative clauses, comparative clauses, comment clauses and clauses of direct and indirect speech. However, only three types which are the most relevant to this study will be concentrated. These are the nominal, adverbial, and relative clauses.

1) Nominal Clauses

According to Quirk et al. (1985), nominal clauses are the category of clauses having a function approximating to that of a noun phrase, which may occur as subject, object, complement, appositive, and prepositional complement, so every nominal clause may occur in some or all of these roles:

Subject: *Whether we need it* is a different matter.

Object: I don't know *whether we need it*.

Complement: The problem is *whether we need it*.

Appositive: That question, *whether we need it*, has not yet been considered.

Prepositional complement: The decision must depend on *whether we need it*.

Nominal Clauses can be divided into 8 major categories:

- The That –clause, or Dependent Declarative Clause
- The Dependent Interrogative Clause
 - Wh-interrogative Clause
 - Yes-no and Alternative Interrogative Clause
- Subordinate Exclamative Clauses
- The Nominal Relative Clause
- The To-infinitive Clause

- The -ing Clause
- Bare Infinitive Clauses
- Verbless Clauses

The *That*-clauses, or dependent declarative clause can occur as:

- Subject: *That the invading troops have been withdrawn* has not affected our government's trade sanctions.
- Direct object: I notice *(that) he spoke English with an Australian accent*.
- Subject complement: My assumption is *(that) interest rates will soon fall*.
- Appositive: Your criticism, *that no account has been taken of psychological factors*, is fully justified.
- Adjectival complement: We are glad *that you are able to join us on our wedding anniversary*.
- Subject with anticipatory "it": *It's a pity (that) you don't know Russian*.

Wh-interrogative Clauses occur in the whole range of functions available to the *that*-clauses, and in addition can act as prepositional complement:

- Subject: *How the book will sell* depends on the reviewers.
- Direct object: I can't imagine *what they want with your address*.
- Subject complement: The problem is *who will water my plants when I am away*.
- Appositive: Your original question, *why he did not report it to the police earlier*, has not yet been answered.
- Adjectival complement: I'm not sure *which she prefers*.
- Prepositional complement: They did not consult us on *whose names should be put forward*.

Yes-no and *Alternative Interrogative Clauses* occur in the whole range of functions available to *wh*-interrogative clauses. The *yes-no* clauses and *alternative* clauses are introduced by *if* or *whether*, and *if (whether) ... or*:

- Do you know *if (whether) the banks are open*?
- I don't know *whether (if) it will rain or be sunny*.

Subordinate Exclamative Clauses are formed with *what* as predeterminer in a noun phrase and *how* as intensifier of an adjective, adverb, or clause. The exclamative element is positioned initially regardless of its normal position in a declarative clause. The *subordinate exclamative* clauses generally function as:

- Extraposed subject: It's incredible *how fast she can run*. [It's incredible that she can run so fast.]
- Direct object: I remember *what a good time I had at your party*. [I remember that I had such a good time at your party.]
- Prepositional complement: I read an account of *what an impression you had made*. [I read an account that you had made an excellent (or a terrible) impression.]

Nominal Relative Clauses are more like noun phrases. They can be paraphrased by noun phrases containing a noun head with general reference that is modified by a relative clause:

Whoever did that should admit it frankly. [The person who did that...]

I took *what they offered me*. [...the thing(s) that they offered me.]

Macy's is *where I buy my clothes*. [...the place where I buy my clothes.]

The *nominal relative clauses* are also introduced by a *wh*-element and can act as:

- Subject: *What I want* is a cup of hot cocoa.
- Direct object: You should see *whoever deals with complaints*.
- Indirect object: He gave *whoever asked for it* a copy of his latest paper.
- Subject complement: April is *when the lilacs bloom*.
- Object complement: You can call me *what(ever) you like*.
- Appositive: I'll pay you the whole debt: *what I originally borrowed and what I owe you in interest*.
- Prepositional complement: You should vote for *which(ever) candidate you think best*.

From the examples above, it can be seen that the *wh*-elements in nominal relative clauses may be in the compound form *-ever*: *what(ever)*, *which(ever)*, *who(ever)*, and *whom(ever)*.

Nominal *To*-infinitive Clauses can occur as:

- Subject: *To be neutral in this conflict* is out of the question.
- Direct object: He likes *to relax*.

- Subject complement: The best excuse is *to say that you have an examination tomorrow morning*.
- Appositive: Your ambition, *to become a farmer*, requires the energy and perseverance that you so obviously have.
- Adjectival complement: I'm very eager *to meet her*.

Nominal to-infinitive clauses can substitute for *wh*-interrogative clauses, yes-no and alternative interrogative clauses, and nominal relative clauses.

To substitute for *wh*-interrogative clauses, the to-infinitive clauses can be formed with all *wh*-words:

I don't know *what to say*. [...what I should say.]

You must explain to them *how to start the motor*. [...how one/they should start the motor.]

I never know *who to speak to*. [...who one/I should speak to.]

I'm wondering *where to put my coat*. [... where I should put my coat.]

I'm wondering *why to go at all*. [...why I should go at all.]

The to-infinitive clauses to substitute for yes-no and alternative interrogative clauses are formed with "whether" only: I don't know *whether to see my doctor today (or not)*.

To-infinitive clauses may take the place of nominal relative clauses, but they seem to be restricted to the functions of subject complement and prepositional complement:

- Subject complement: That's where to go for your next vacation. [... the place to go...]
- Prepositional complement: The book is on how to use a computer. [...the way to use...]

Nominal *-ing* Clauses may function as:

- Subject: *Watching television* keeps them out of mischief.
- Direct object: He enjoys *playing practical jokes*.
- Subject complement: Her first job had been *selling computers*.
- Appositive: Her current research, *investigating attitudes to racial stereotypes*, takes up most of her time.
- Prepositional complement: I'm responsible for *drawing up the budget*.
- Adjectival complement: They are busy *preparing a barbecue*.

Nominal Bare Infinitive Clauses (without *to*) may be the subject complement or subject in a sentence:

- Subject complement: What the plan does is (to) *ensure a fair pension for all*.
- Subject: *Mow the lawn* was what I did this afternoon.

A bare infinitive clause may function as object complement with a relatively few superordinate verbs: They made *her pay for the damage*.

Finally, the bare infinitive clauses may follow prepositions of exception: She did everything but *make her bed*.

Nominal Verbless Clauses are more datable categories than the other nominal clauses. The categories seem to be required to account for constructions which, although superficially noun phrases, have some of the semantic and structural characteristics of clauses:

- *A friend in need is a friend indeed.* [proverb] [1]
- *Wall-to-wall carpets in every room is their dream.* [2]

These may be paraphrased as follows:

To be a friend in need is to be a friend indeed.

Having wall-to-wall carpets in every room is their dream.

The prepositional phrases in [1] and [2] are not of the kind that postmodifies the head in a noun phrase. “A friend in need” as a noun phrase, for example, would mean “a friend who is in need”, whereas [1] means “(to be) a friend when another is in need.” The verb in [2] is singular. So, the subject cannot be what seems superficially to be the noun phrase with “carpets” being the head noun.

2) Adverbial Clauses

Adverbial clauses are clauses serving primarily as adjuncts or disjuncts in the main clauses. They may be placed in various semantic categories: time, contingency, place, condition, concession, contrast, exception, reason, purpose, result, proportion and preference. Adverbial clauses, like adverbials in general, are capable of occurring in a final, initial, or medial position within the main clause.

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Clauses of Contrast merely convey a contrast between two situations:

Whereas the US has immense mineral wealth, Japan (in contrast) has comparatively little.

The subordinators in this type of clause are: *whereas, while, and whilst*

Concessive Clauses may also imply a contrast, but their main role is to imply that the situation is unexpected in the light of that in the concessive clause:

Although admission was free, (nevertheless) few people attended the lecture.

Clauses of concession are introduced chiefly by *although* or its more informal variant *though*. Other subordinators used with concessive clauses are: *if, even if, even though, when, whereas, while, and whilst*

Clauses of Exception are introduced by several subordinators: *but that, except (that);* less frequently *excepting (that)* and *save that*. Several of the subordinators also blend exception with condition. *Except (that), excepting (that), and save that* have very similar uses, apart from the stylistic restriction on *save that*:

I would pay you now, *except I don't have any money on me.*

No memorial remains for the brave who fell on that battlefield, *save that they will leave their image forever in the hearts and minds of their grateful countrymen.*

Reason Clauses are most commonly introduced by the subordinators *because* (also *cause*) and *since*. Other subordinators are *as* and *for*:

I lent him the money *because he needed it.*

As Jane was the eldest, she looked after the others.

Since we live near the sea, we often go sailing.

Much has been written about psychic phenomena, *for they pose fascinating problems that have yet to be resolved.*

Clauses of Purpose are introduced by *so that, so,* and *in order that*:

The school closes earlier *so (that) the children can get home before dark.*

The jury and the witnesses were removed from the court *in order that they might not hear the arguments of the lawyers on the prosecution's motion for an adjournment.*

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These finite clauses, which are putative, require one of these modal auxiliaries: *can, could, may, might, should, would*

Clauses of Result are introduced by the subordinators *so that* and *so*. These clauses overlap with those of purpose both in meaning and in subordinators. The chief semantic difference is that result clauses are factual rather than putative: both express result, but in the result clause the result is achieved, whereas in the purpose clause it is yet to be achieved-it is a desired or aimed-at result. Hence finite clause of result do not require a modal auxiliary:

We paid him immediately, *so (that) he left contented*. [result]

We paid him immediately *so (that) he would leave contented*. [purpose]

Proportional Clauses involve a kind of comparison. They express a proportionality or equivalence of tendency or degree between two situations. They may be introduced by *as*, with or without correlative *so*, or by the fronted correlative *the...the* followed by comparative forms:

As he grew disheartened, (so) his work deteriorated.

The harder he worked, the happier he felt.

Clauses of Preference are mainly introduced by the subordinators *rather than* and *sooner than*, with the infinitive as the verb of the clause:

Rather than go there by air, I'd take the slowest train. [I'd prefer to take the slowest train.]

They'll fight to the finish sooner than surrender. [They prefer to fight to the finish].

3) Relative Clauses

Two major types of finite clauses as noun phrase postmodifiers are relative clauses and appositive clauses. **Relative Clauses** generally function as restrictive or nonrestrictive modifiers of noun phrases. Restrictive clauses are closely connected to their antecedent or head prosodically, and denote a limitation on the reference of the antecedent e.g.

Snakes *which are poisonous* should be avoided.

They are delighted with the person () we have appointed.

Nonrestrictive clauses are parenthetic comments which usually describe, but do not further define, the antecedent e.g.

Rattlesnakes, *which are poisonous*, should be avoided.

I spoke to Dr. Spolsky, *whom I met after the inquest*.

Part of the explicitness of relative clauses lies in the specifying power of the relative pronoun: *who, whom, whose, which, that, and zero* (the parentheses () are used to indicate 'zero' as in the example of the restrictive clauses). It is in the nonrestrictive relative clauses that the most explicit forms for relative pronoun, i.e. *wh-series* (*who, whom, whose, which*) are typically used. Zero cannot occur, and *that* is very rare.

The Appositive Clauses are the type of finite verb clause that plays a part in postmodification. These resemble the restrictive relative clauses in being introduced by the unstressed "*that*":

She objected to the fact *that a reply had not been sent earlier*. [restrictive appositive clause]

The head of the noun phrase must be a general abstract noun such as *fact, idea, proposition, reply, remark, answer*, and the like:

The fact that he wrote a letter to her suggests that he knew her.

The belief that no one is infallible is well-founded.

I agree with *the old saying that absence makes the heart grow fonder*.

He heard *the news that his team had won*.

2.3.2.4 Compound-Complex Sentences

Quirk et al. (1985) also cited two other types of sentence patterns; i.e. compound sentences with subordinate clauses and complex sentences with coordinate clauses. In this thesis both are called compound-complex sentences. Their structures are shown in Figure 2.5 and Figure 2.6

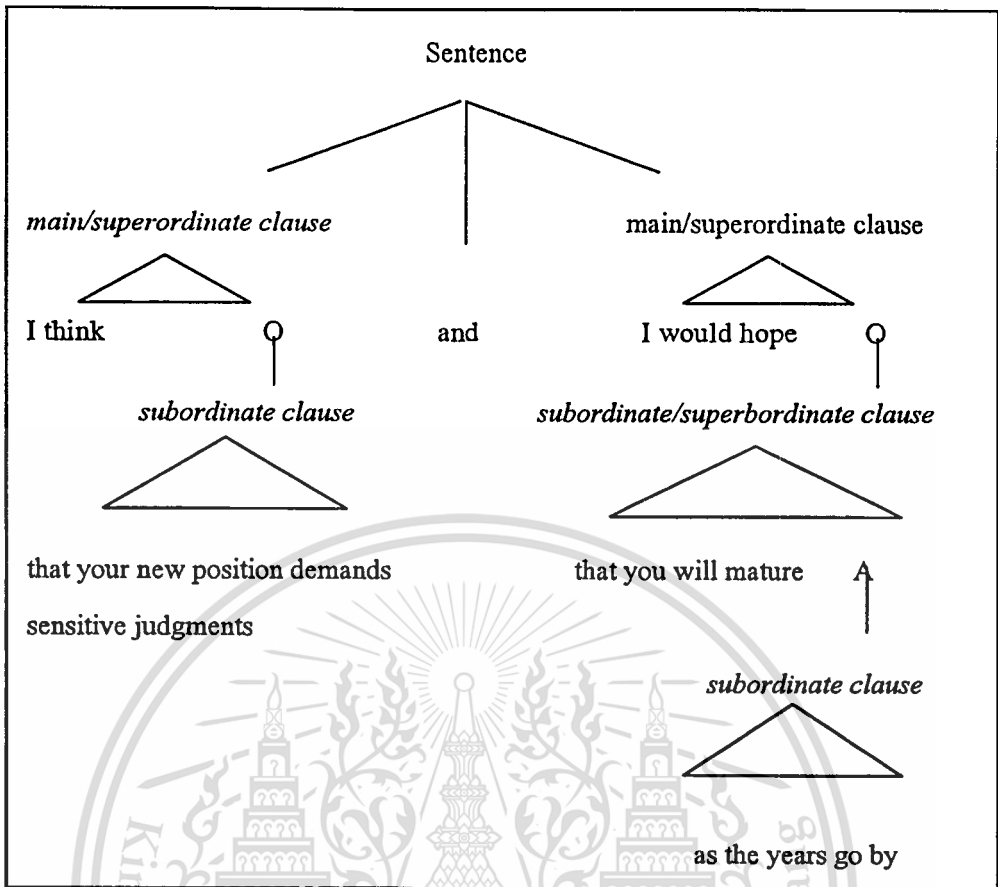


Figure 2.5 Compound Sentence with Subordinate Clauses

In Figure 2.5 the two main clauses are coordinated by *and*. One of the main clauses contains a subordinate nominal clause and the other a nominal clause as well as an adverbial clause.

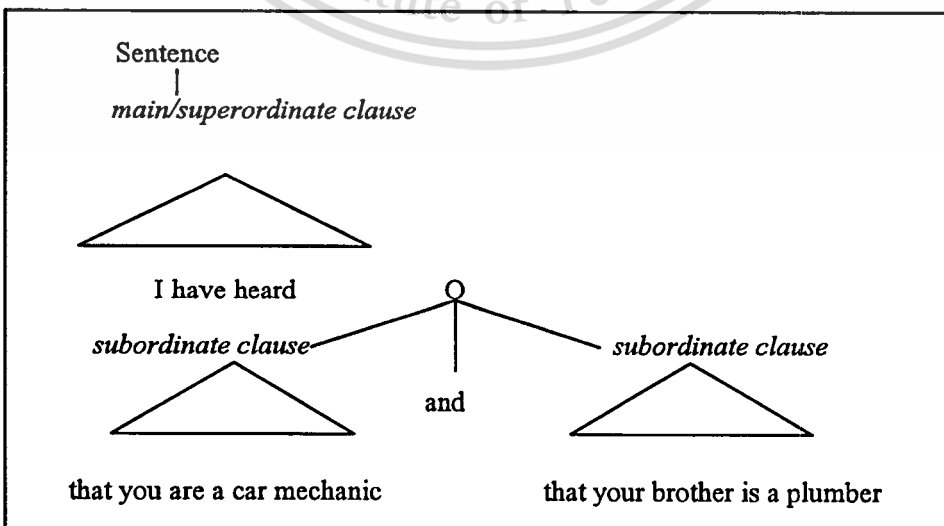


Figure 2.6 Complex Sentence with Coordinate Clauses

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In the structure above, there is one main clause but two subordinate nominal clauses coordinated by *and*.

2.4 Corpus Design

This section presents the background of corpus design for the description of languages. It can be divided into three parts: the definition of corpus, types of corpora, and corpus analysis and concordancing software.

2.4.1 The Definition of Corpus

Corpus (plural corpora) is a collection of utterances or sentences assumed to be representative of a given language dialect, or other subject of language, to be used for linguistic analysis (Francis 1982: 7). Sinclair (1991: 171) mentions that corpus is a collection of naturally-occurring language text, chosen to characterize a state or variety of a language. It can provide frequency information of word occurrences and information on grammatical patterns, register and styles of language (Meijis 1996:103). Biber et al. (1998:4) characterized the corpus as follows:

- it is empirical, analyzing the actual patterns of use in nature texts,
- it is a large and principled collection of nature text, known as a corpus as the basis for analysis,
- it makes extensive use of computer for analysis, using both automatic and interactive techniques,
- it depends on both quantitative and qualitative analytical techniques.

In short, a computer corpus is a large body of machine readable texts. The main purpose of a corpus is to verify a hypothesis about language, for example, to determine how the usage of a particular sound, word, or syntactic construction varies.

2.4.2 Types of Corpora

Researchers attempting to describe particular types of corpora have used a number of different terms to refer to them. In order to investigate the linguistic features that characterize a particular type of text, such as modern short stories in general, or newspaper reports, or advertisements, it is necessary to use a corpus consisting of several examples of texts of the appropriate type which is called a **specialist corpus**. To study features of the language in general,

independently of the styles of particular types of text, it is necessary to use a **general corpus** or a collection of texts of as many different types as possible (Tribble and Jones 1990: 15).

The two kinds of corpora which Sinclair (1991: 171) suggests in his book are **simple corpus** and **monitor corpus**. The former is a finite collection of text, often chosen with great care and studied in detail. The latter, which is just beginning to take shape, re-uses language text that has been prepared in machine-readable form for other purposes--for typesetters of newspapers, magazines, books, and increasingly, word-processors; and the spoken language mainly for legal or bureaucratic reasons.

Glyn Holmes (1999:242) mentioned that there are basically two types of corpora: **plain** and **annotated**. The plain text corpora are the electronic text which is the same as the printed version. They are the large majority of existing corpora which have been serving pedagogical purposes over the last several years. The annotations are being constructed to make a corpus a far more rich and potent source of data than a plain text. They also act to restrict the imagination and the applications of the corpus. By far the most common type of annotation is a word-for-word, or **syntagm-by-syntagm**, tagging of parts of speech.

Shei and Pain (1999: Online) also categorized corpora into two kinds: the **reference corpus** and the **learner corpus**. A reference corpus is necessary for making generalizations or drawing examples of native speakers' language behaviors, whereas the learner corpus is a collection of texts produced by learners of a language. The purpose of the learner corpus is to identify in what respects learners differ from each other and from the language the native speakers' language. The reference corpus is divided into a general corpus and a specific corpus. The general one is a corpus of both spoken and written texts with a balanced mixture of styles and genres. The specific corpus is a collection of text that is relevant to one particular interest or discipline.

Hunston (2002:14) stated that types of corpora depend on their purposes. However, she gave other 4 corpora types in her book: **comparable corpora**, **parallel corpora**, **pedagogic corpus**, and **historical or diachronic corpus**.

The Comparable Corpora are two or more corpora in different languages (e.g. English and Spanish) or in different varieties of a language (e.g. Indian English and Canadian English). They are designed along the same lines, for example they will contain the same proportions of newspaper texts, novels, casual conversation, and so on. Comparable corpora of varieties of the

same language can be used to compare those varieties. Comparable of different languages can be used by translators and by learners to identify differences and equivalences in each language.

The Parallel Corpora are two or more corpora in different languages, each containing texts that have been translated from one language into the other (e.g. a novel in English that has been translated into Spanish, and one in Spanish that has been translated into English) or texts that have been produced simultaneously in two or more languages (e.g. European Union regulations, which are published in all the official languages of the EU). They are used to find potential equivalent expressions in each language and to investigate differences between languages.

The Pedagogic Corpus is a corpus consisting of all the language a learner has been exposed to. It is used to collect together for the learner all instances of a word or phrase they have come across in different contexts, for the purpose of raising awareness. It can also be compared with a corpus of naturally occurring English to check that the learner is being presented with language that is natural-sounding and useful.

The Historical or Diachronic corpus is a corpus of texts from different periods of time. It is used to trace the development of aspects of a language over time.

In this thesis, the corpus studied is **the specialist corpus** because the corpus came from job advertisements in the newspaper which were the texts of particular type and this corpus was used to investigate and analyze the specific types of language such as abbreviations, collocations, and sentence patterns.

2.4.3 Corpus Analysis and Concordancing Software

2.4.3.1 Corpus Analysis

The simplest thing to do with an electronic corpus is analysis with software used to produce word lists: frequency lists, alphabetized or reverse-alphabetized lists. Frequency lists provide the number of occurrences (tokens) of given words (types).

2.4.3.2 Concordancing Software

In recent years, personal computers have become available with sufficient speed and memory size to make concordancing with quite substantial volumes of text a real possibility (Tribble and Jones 1990:9). Computer concordancers are no longer esoteric research tools. They are becoming, like word processors, a utility which is potentially available to every one who has access to a modern personal computer. In many instance computer concordancers are used to

analyze large compilations of documents by a particular author or representative of the particular genre, or writings on a particular topic.

Concordancing software enables linguists to discover patterns that exist in natural language by grouping text in such a way that they are clearly visible. These patterns are important feature of language (Tribble and Jones 1990: 4). Example of how a concordancer can reveal patterns are given in Figures 2.7 and 2.8. Figure 2.7 contains a short piece of normal continuous prose. Figure 2.8 shows a concordance for the definite article *the* for the same text after using concordancing software.

PRETEXT 1

No more serious phase of the Indian problem has presented itself to the American people than that offered by the Apache tribes. Aided by the desert nature of their country, they have resisted the advances of the whites longer than any other Indian nation. They have fought with bravery and inconceivable cunning. They have committed atrocities that devils alone would seem capable of, and have been subjected to atrocities that devils might blush to commit. They have made their name a terror and a thing of execration to a section of country of times larger than all New England. They have kept miners for years from treasure deposits that have been regarded as of fabulous richness. They have gained the reputation of being the most treacherous, cruel and inhuman savages that have been know in the United States. People who have been willing to extend sympathy and assistance to the Indians, have stood aghast at the murderous work of the Apaches, and given their opinion that nothing but the extermination of the tribe could ever rid Arizona and New Mexico of a constant liability to outrage and devastation.

Figure 2.7 A Short Piece of Continuous Prose (Tribble and Jones 1990: 9)

FIGURE 2

PRETEXT: No more serious phase of the Indian problem has presented itself to the American people than that offered by the Apache tribes. Aided by the desert nature of their country, they have resisted the advances of the whites longer than any other Indian nation. They have gained the reputation of being the most treacherous, cruel and inhuman savages that have been known in the United States. People who have been willing to extend sympathy and assistance to the Indians, have stood aghast at the murderous work of the Apaches, and given their opinion that nothing but the extermination of the tribe could ever rid Arizona and New Mexico

Figure 2.8 The Definite Article “The” (Tribble and Jones 1990: 10)

There are many well-known concordancing programs as follows (Tribble and Jones 1990: 93, and Poonpon 2002: 24):

- *Longman Mini Concordancer* is a program which works with words in plain ASCII text.
- *Micro OPC* is the most comprehensive dedicated concordancing program available for the PC.
- *Microsoft Word 4* (and indeed *Word 5*) has very powerful programmable macros that enable the user to repeat a range of keystrokes and construct concordances formatted as lines, sentences or words.
- *WordCruncher* is an extremely sophisticated program. It is two sets of software; an INDEX program which constructs wordlists and a fully indexed version on the original document and a VIEW program which gives the various options for viewing the information contained in the indexed documents.
- *WordPerfect 5.0* is very powerful and easily edited macros giving *WordPerfect 5* considerable potential for concordancing.
- *WordSmith Tools* assists in the texts analysis of either a single text or a large corpus.

This research used *WordSmith Tools* to analyze the lexical features, i.e. word classes, abbreviations, and collocations.

In conclusion, this chapter describes the details of theories on which this research is based. The four components of job advertisements were examined: logo, type of business and introduction, the name and address, and the identification of the company. The category of language features is conceptualized to include vocabulary, abbreviations, collocations and sentence patterns. The corpus compilation of job advertisements and concordance data are invaluable to illustrate these important language features. Concordancing software is a tool to search for individual words, phrases, parts of speech, or combinations of words. The next chapter will present the research methodology in detail.

CHATER 3

RESEARCH METHODOLOGY

This chapter explains the research procedure used in this study. It includes identification and selection of samples, data collection process and sampling technique, corpus design considerations and size of samples in corpus, the processing of text in the collection, and data analysis.

3.1 Identification and Selection of Samples

The samples were collected from the Bangkok Post because it has the largest circulation among the English newspapers in Thailand. As Lent (1982: 322) stated *the Bangkok Post is considered the most credible and dependable for national and international news*. In addition, Audit Bureau of Circulation (ABC) [quoted in Thanomsak 1998: 59] certified that daily audited circulation of the Bangkok Post is 56,750 copies.

3.2 Data Collection Process

International Standard Classification of Occupation or ISCO-88(1988:Online) classified jobs into ten main areas: **major group 1 legislators, senior officials and managers, major group 2 professionals, major group 3 technicians and associate professionals, major group 4 clerks, major group 5 service workers and shop and market sales workers, major group 6 skilled agricultural and fishery workers, major group 7 craft and related trade workers, major group 8 plant and machine operators and assemblers, major group 9 elementary occupations, and major group 10 armed forces** (see details in Appendix E). However, of the 735 pieces of job advertisements gathered everyday from the Bangkok Post for six months, each of the 335 pieces was found to contain a combination of different major groups, thus they were excluded from this study. The remaining 400 pieces were used as samples and they could be cast into the first five major groups: major group 1,2,3,4 and 5.

3.3 Corpus Design Considerations

3.3.1 Size of Samples in Corpus

- Normally, the general corpus should be as large as possible (Sinclair 1991). Yet the corpus in this thesis was the specialist corpus, so it was not necessary to be large. According to Kennedy (1998: 68), he mentioned that a huge corpus does not necessarily 'represent' a language or a variety of a language any better than a smaller corpus. Oostdijk (1988) also suggested that the text samples in the standard corpora might be too small and that samples of up to 20,000 words might be necessary. However, Tribble & Jones (1990) said that the number of running words should be at least 50,000 altogether in a corpus of study purpose. Because of the limitations of time, budget of the study, and size of piece of job advertisements, an electronic corpus was compiled out of 400 samples or about 88,000 words to examine what language features are used in job advertisements. The corpus covered main subcategories of job advertisements. With the use of a concordancing program, the corpus was used for determining word frequencies and collocations to see the occurrence of vocabulary.

3.3.2 Corpus Tool

The concordancing program called WordSmith Tools Version 3 by Scott 1999 was used to provide specific text analysis tasks. There are six tools in this program which are WordList, Concord, KeyWord, Splitter, Dual Text Aligner, and Viewer (Mctait 1998: Online). For the purpose of this study, only 2 tools were used, i.e. WordList and Concord. The details of these tools are as follows:

3.3.2.1 WordList

The Wordlist is an essential tool of the concordancing software program. The aim of this tool is to study the vocabulary of the texts, particularly word frequency. Scott (1998:84) said that the distinguishing ability of WordList is that it provides the alphabetical and frequency order of the word. So, it can be used to compare the numbers of words or phrases so that the consequences are implemented by the selection and grading of the words and phrases as the sources of dictionaries or teaching materials. WordList helps calculate the vocabulary by displaying a statistical tool. The tool of WordList is shown in Figure 3.1 below.

to information about collocates of the search word. The aim of a concordance is to be able to see lots of examples of a word or phrase, in their contexts.

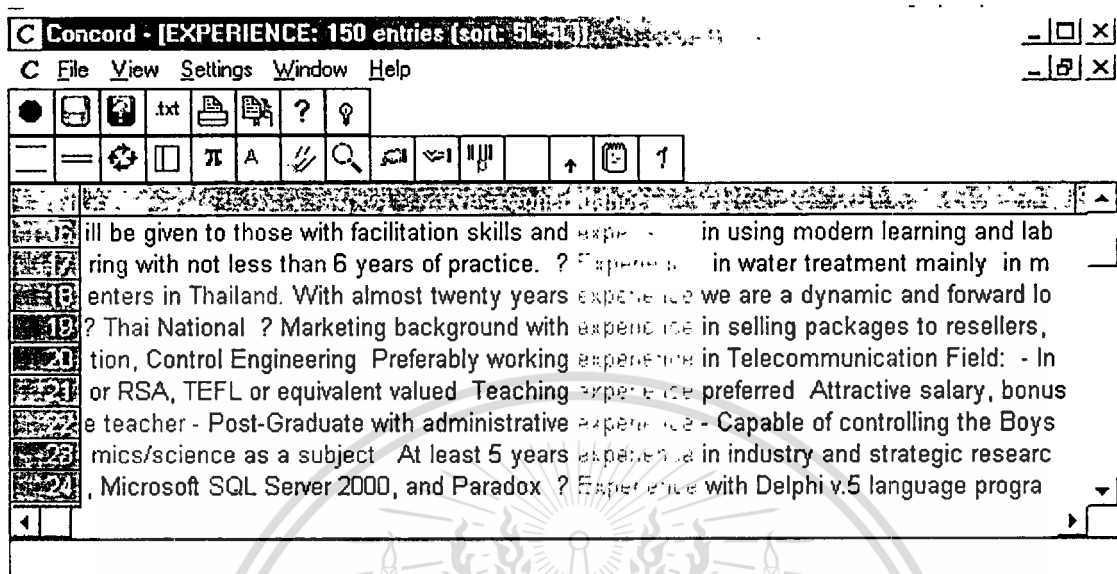


Figure 3.2 Concord: Entry of "Experience"

Figure 3.2 shows the concordance lines of "experience". In concord program, there are one tool showing repeated words or phrases, namely cluster. These word clusters help the researchers to see patterns of repeated phraseology in their concordance, especially if they have a concordance with several thousand lines. The way through this program is press the icon /./ from the concord program and then the window of cluster will occur as the figure 3.3 below.

The screenshot shows a window titled "C Concord - [(F)]". The menu bar includes "C File View Settings Window Help". The toolbar contains icons for file operations and search. The main text area displays a table with two columns: "cluster" and "Freq". The table lists various word clusters and their frequencies.

N	cluster	Freq
1	years experience in	20
2	at least #	18
3	least # years	16
4	experience in the	7
5	minimum # years	6
6	and experience i	5
7	in related field	4
8	previous experience in	4
9	skills and experience	4

Figure 3.3 The Cluster of "Experience"

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Figure 3.3 illustrated the cluster of “Experience” which used 3 as a maximum frequency. In this figure, it could be seen that there were the symbol “#” in some clusters, e.g. at least #, and minimum # years. “#” represents the number as “at least 4” in “at least #”.

3.4 Data Processing

All printed job advertisements are scanned and stored as plain text files. The Simplex DP30F scanner is used in the study. After connecting the scanner to the computer, the ColorPage and TextBridge OCR or Optical Character Recognition by Xerox for Microsoft word 97, Scan Soft, Inc. were set up and shortcuts to both programs were created. TextBridge OCR by Xerox provides OCR for the computer. At the scanning stage, OCR is used to recognize scanned letters and represent the text electronically. After the texts are scanned, they are stored into computer-readable plain-text files (*.txt).

To start scanning the texts, the TextBridge OCR by Xerox icon was double clicked. The main screen of the program was showed up. There are two modes of processing: automatic and manual. The manual mode is used in the study because TextBridge will stop for the researchers to select wanted zones and recognize them in each page. To run the manual mode, the Get page button was clicked and the Start dialog box appeared. Then, the page type “Continue” and source “Scanner” were chosen and the OK button was clicked. TextBridge retrieved the page. Next, TextBridge stopped to allow a preview to be processed. After the Recognize Page button was clicked, areas of the page to be processed as text were specified using the Text marker. Then, the button “add more pages” was chosen to acquire additional pages. When the last page was scanned and recognized, the Save button was selected. TextBridge saved the output document, including formatting, as a plain text file (*.txt). The rest of the documents were processed in the same way.

3.5 Data Analysis

Data analysis was based on the two main objectives of this study, namely the lexical and the sentence pattern analysis.

3.5.1 The Lexical Analysis

The lexical features of vocabulary consist of word classes, abbreviations and collocations. Firstly, word classes were analyzed from the word lists and concordancing lines to find out their parts of speech. Secondly, abbreviations, i.e. acronym, blending, clipping, apheresis,

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contraction, substitution, and symbol, were presented in their base form and were shown in the form of the table of frequency. Finally, collocations are analyzed in term of cluster and keyword in context (KWIC) using WordSmith Tools.

3.5.2 The Sentence Patterns

All sentences in the job advertisement corpus were classified manually into simple, compound, complex and compound–complex sentences using Quirk’s framework (1985). The data were presented in the form of percentage.

This chapter presents the methodology of the study, which used both computational tools and manual analysis of the data. The findings and discussions of this study will be shown in next chapter.



CHAPTER 4

RESULTS AND DISCUSSIONS

This chapter presents and discusses the results of the study followed by data analysis based on the goals and objectives in Chapter I. It can be divided into five main parts. In the first part, data collection and computerization of job advertisements will be presented. The second part displays corpus findings which contain the basic of statistical analysis of the job advertisement corpus, and word frequency statistics. The third part focuses on the lexical features of vocabulary found in the corpus: word classes, abbreviations, and collocations. The fourth part shows the findings of sentence analysis, and the last part is the conclusion of this chapter.

4.1 Data Collection and Computerization

As stated in chapter III, the 400 samples could be cast into the first five major groups of jobs being advertised. Therefore, the contents of the job advertisement corpus were designed to reflect the range of these five groups as shown in details below:

Major group 1 *Legislators, Senior Officials and Managers*: Legislators and Senior Officials, Corporate Managers, Other Department Managers

Major Group 2 *Professional*: Physical, Mathematical and Engineering Science Professionals, Life Science and Health Professionals, Teaching Professionals, Other Professionals

Major Group 3 *Technicians and Associate Professionals*: Physical and Engineering Science Associate Professionals, Life science and Health Associate Professionals, Teaching Associate Professionals, Other Associate Professionals

Major Group 4 *Clerks*: Office Clerks and Customer Service Clerks

Major Group 5 *Service Workers and Shop and Market Sales Workers*: Personal and Protective Service Workers and Models, Sales Persons and Demonstrators

The subcategories in the job advertisement corpus thus covered these five topics in order to be fully represented. The sublanguages of job advertisements were assigned according to the relative size of job advertisement corpus found. They were detailed below along with an introduction of their relative size in Table 4.1.

Table 4.1 Total Number of Samples Used in Each Major Group of Job Advertisements

Major Group of Job	No. of Job Advertisements/Pieces	Percent
Major Group 1 <i>legislator, senior official and managers</i>	249	62.25
Major Group 2 <i>professionals</i>	86	21.50
Major Group 3 <i>technicians and associate professionals</i>	46	11.50
Major Group 4 <i>clerks</i>	8	2.00
Major Group 5 <i>service workers and shop and market sales workers</i>	11	2.75
Total	400	100

The weighting within the corpus of these five domains is clearly unequal. Table 4.1 indicates the relative size of job advertisement corpus. Major group 1 is the largest with 249 pieces of job advertisements or 62.25 %. However, major group 2 and 3 show a subsequent decrease in the number of pieces of job advertisements, major group 5 exceeds major group 4 for 3 pieces or 0.75%.

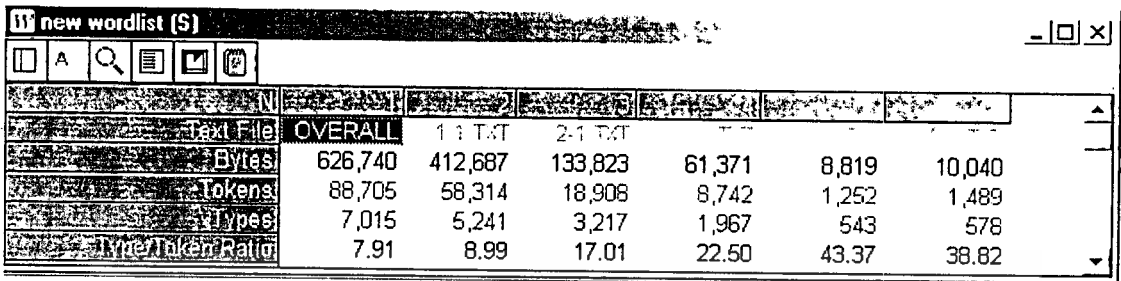
4.2 Corpus Findings

This section is filled with the consequences of wordlist in job advertisement. It can be separated into two parts: Statistical Analysis of Job Advertisement Corpus, and Word Frequency Statistics.

4.2.1 Statistical Analysis of Job Advertisement Corpus

The statistical analysis of job advertisement corpus can provide a summary of the contents of a corpus. Apart from lexical counts and frequencies of individual words, the statistical analysis can show the type/token ratio of the whole vocabulary, which is computed by dividing the number of tokens by the number of type. It shows the relative dispersion of the vocabulary, and offers a rough measure of its richness or diversity (Smith 1991:78). The lower the type/token ratio is, the greater the diversity of words in the sample is. Figure 4.1 below summarizes the

output of the program, showing the size of the lexicon produced from the job advertisement corpus.



Text File	OVERALL	1-1 TAT	2-1 TAT		
Bytes	626,740	412,687	133,823	61,371	8,819
Tokens	88,705	58,314	18,908	8,742	1,252
Types	7,015	5,241	3,217	1,967	543
Type/Token Ratio	7.91	8.99	17.01	22.50	43.37

Figure 4.1 Statistical Analysis of Each Major Group of Job Advertisement Corpus

(See Appendix A for more details)

Figure 4.1 displays the text statistics of the whole major groups of job and each major group of job advertisement corpus. The length of the whole corpus is 88,705 tokens or running words which signify the highest frequency of statistical details because the program counts the words regardless of the repeat of any different word in corpus. The word types reduce consecutively in number. There are 7,015 word types or different words in this corpus since a recurrent word is counted only once. With a type/token ratio of 7.91 or 1:12.65, each word in the corpus is repeated nearly 13 times on average throughout the corpus. Thus, the job advertisement corpus has a moderate concentrated lexicon.

Having calculated these statistics for the job advertisement corpus, it is of interest to see how they compare with those of the IBM manual corpus used by McEnery and Wilson (1996). Because IBM manuals are concerned with a limited set of subjects and they are homogenous stylistically. Thus, the IBM corpus is the study of sublanguage which is similar to this study. Particular interest lies in the type-token ratio, because a high type-token ratio is indicative of the overall homogeneity of the corpus, of greater concentration of the vocabulary and more repetition in the data.

Table 4.2 Type/Token Ratio of the Two Corpora

Corpus	Tokens	Types	Type/Token Ratio
IBM Manual	1,000,000	7,594	1:131.68 (0.007)
Job Advertisement	88,705	7,015	1:12.65(0.079)

When we compare the type/token ratio of the two corpora, it is clear that IBM manual corpus reaches higher degree of closure with a ratio of 0.007. IBM manuals are composed of relatively few word forms, which are repeated often (on average, any given word form in the corpus is repeated nearly 132 times throughout the corpus). In the job advertisement corpus, with a ratio of 0.08, each word is repeated on average 13 times. It represents a much wider lexicon than the IBM manual and it introduces new word forms rather more often.

4.2.2 Word Frequency Statistics

This section shows two main word frequency findings. First, it shows the highest top twenty frequencies of all the words in job advertisement corpus. Second, the findings of job advertisements are compared with the other three corpora : the 1998 general Bank of English corpus (data from Sinclair 1999 quoted in Hunston 2002:4), Brown Corpus (Kennedy 1998:98), Guardian Weekly Corpus, the international newspaper or GW News (Tribble 2002:148).

Within the job advertisement corpus, the ten most frequently occurring tokens account for 21.48 % of the total list. These tokens are *and, the, in, to, of, a, with, for, and or* (see Table 4.3 below). Those ranked with relatively high frequency are exactly like in those standard corpora such as General Bank of Corpus or Brown Corpus. According to the study of Flowerdew (1993), one reason for this was that the function words or *closed classes* represent the structure of the language, and even texts of different disciplines use similar linguistic structure. Hence, it is not surprising to meet similarities in job advertisement corpus and general corpus in terms of function words.

Table 4.3 Top Twenty Wordlist in Job Advertisement Corpus

No.	Word	Freq.	%
1	and	4,223	4.76
2	the	2,706	3.05
3	in	2,622	2.96
4	to	2,106	2.37
5	of	2,075	2.34
6	a	1,522	1.71
7	with	1,185	1.33
8	for	986	1.11
9	or	836	0.94
10	experience	812	0.91
11	be	719	0.81
12	is	659	0.74
13	will	610	0.68
14	years	597	0.67
15	English	505	0.57
16	management	488	0.55
17	manager	443	0.5
18	at	419	0.47
19	are	415	0.47
20	Bangkok	413	0.47

As can be seen in Table 4.3, the top nine tokens are closed classes. The word “and” appears the most frequently with 4,223 times or 4.76%. The first content word or *open class*, i.e. *experience* comes out at the 10th rank.

The next table shows comparison of three standard corpora with Job Advertisement corpus: General Bank of English Corpus, Brown Corpus, and Guardian Weekly Corpus. The General Bank of English Corpus and the Brown Corpus are general corpora, whereas the Guardian Weekly Corpus and Job Advertisement Corpus are specific corpora.

Table 4.4 The Comparison of Four Corpora

No.	Bank of English	Brown Corpus	GW Corpus	Job Advertisement
1	The	The	The	And
2	Of	Of	To	The
3	To	And	Of	In
4	And	To	A	To
5	A	A	In	Of
6	In	In	And	A
7	That	That	For	With
8	S	Is	That	For
9	Is	Was	Was	Or
10	It	He	Is	Experience
11	For	For	On	Be
12	I	It	By	Is
13	Was	With	Be	Will
14	On	As	It	Years
15	He	His	He	English
16	With	On	As	Management
17	As	Be	With	Manager
18	You	At	Said	At
19	Be	By	At	Bangkok
20	At	I	From	Are

Table 4.4 shows the comparison of the three corpora and job advertisement corpus. In three corpora : general Bank of English corpus, Brown Corpus and Guardian Weekly corpus, the word “The” appeared the highest, whereas the highest word of Job Advertisement corpus was “And”. For “The” in Job Advertisement corpus was the second.

In general Bank of English corpus, it is seen that “S” occurs. “S” is usually the ‘s’ following an apostrophe as in *John’s* or *she’s* (Hunston 2002:5). Both Bank of English corpus and Brown Corpus do not contain open classes in the top twenty words. GW corpus has only one open class word, which is “Said” in the eighteenth rank. In job advertisement corpus, there are six open class words: “Experience”, “Years”, “English”, “Management”, “Manager”, and

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“Bangkok”. Besides, it is also found that words which function as pronoun occur in the three corpora, but they not found in job advertisement corpus, i.e. “I”, “He”, “You”, and “It”. This finding confirmed by the work of Biber et al. (1999:66) that the high frequency of nouns is concerned the higher density of information. The findings of many nouns in the job advertisement corpus showed that language of job advertisements is informative by nature.

4.3 Lexical Features

4.3.1 Word Classes in Job Advertisements

According to Quirk et al. (1985), there are four types of word classes: *closed classes*, *open classes*, *numerals* and *interjections*. In this thesis, only three main types of word classes are found. They are closed classes, open classes, and numerals. The interjections are not found in job advertisements because they make use of expressive vocalizing in ordinary conversation. In addition, job advertisements are characterized by being informative, so it is difficult to find these classes in job advertisements. The items below are the presentation of word classes in this thesis, which only the top five words in each category being exemplified (see Appendix C for more details). As for primary verbs, modal verbs, and numerals, all of the words found are listed

4.3.1.1 Closed Classes

Closed classes consist of preposition, pronoun, determiner, conjunction, modal verb and primary verb:

Preposition: *in, to, of, with and for*

Pronoun: *we, this, it, who and which*

Determiner: *the, a, an, our, and your*

Conjunction: *and, or, as, both, and that*

Primary Verb: *be, is, are, have, has, been, being, having, was, do, done, and does*

Modal Verb: *will, must, should, would, can, may, shall, and could*

4.3.1.2 Open Classes

Open classes consist of noun, adjective, full verb, and adverb:

Noun: *experience, years, English, management, and manager*

Adjective: *good, written, least, ltd, and related*

Full Verb: *send, work, looking, required, and seeking*

Adverb: *please, well, preferably, only and highly*

The next two tables illustrate the top twenty nouns in job advertisement corpus compared with general COBUILD corpus (Flowerdew 1993:236) and top twenty open classes in each major group of job advertisements.

Table 4.5 The Comparison Between Top 20 Nouns in the COBUILD General Corpus and Job Advertisement Corpus

COBUILD General Corpus	Job Advertisement Corpus
1. Time	1. Experience
2. People	2. Years
3. Way	3. English
4. Man	4. Management
5. Years	5. Manager
6. Work	6. Bangkok
7. World	7. Thailand
8. Thing	8. Degree
9. Day	9. Skills
10. Children	10. Thai
11. Life	11. Sales
12. Men	12. Company
13. Face	13. Business
14. House	14. Position
15. Kind	15. Development
16. Year	16. Marketing
17. Place	17. Resume
18. Home	18. Qualifications
19. Sort	19. Salary
20. End	20. Bachelor's

It can be seen from Table 4.5 that the top twenty nouns in COBUILD general corpus and job advertisement corpus are different. For example, the word "Time" appears first in COBUILD Corpus but "Experience" comes first in job advertisement corpus. Only one word occurs in both

corpora, i.e. “years” in the fifth rank in COBUILD and the second in job advertisement corpus. From these differences, it is reasonable to accept the view of Sinclair (1991) that each corpus has its own emphasis according to the objectives, so the results of the corpus analysis clearly represent its characteristics. In fact, the results of each corpus analysis are related to the objectives; therefore, the different objectives and structures of a corpus design may lead to different findings. In short, the findings of this analysis reflect the lexical features of the job advertisement corpus. It can be said that job advertisement corpus is a specialist corpus which is certainly different from a general one like COBUILD. It is obvious that the job advertisement corpus has its own distinctive lexicon such as “experience”, “years”, “English”, etc.

The table below displays the comparison of top ten rank orderings within the microlanguage of each domain.

Table 4.6 Rank Orderings of the Top Ten Open Classes by Category

Rank in Total Corpus	Rank by Microlanguage					Type
	MG1	MG2	MG3	MG4	MG5	
10	9	10	10	10	10	Experience
14	13	17	17	19	17	Years
15	17	11	14	14	13	English
16	16	27	23	0	0	Management
17	15	137	114	375	177	Manager
20	26	16	15	18	12	Bangkok
22	25	13	20	92	44	Thailand
23	21	20	29	36	91	Degree
24	23	29	21	126	15	Good
26	27	30	18	91	42	Skills

In Table 4.6, some substantial differences in ranking are noted. It is surprised that in almost all groups the word “experience” is the same rank with the total corpus that is the rank of 10, but higher in MG1 (rank 9). As for the word “management”, it does not appear in MG4 and MG5.

Microlanguage differences emerge even more clearly when the first ten open classes in each of them are further classified as illustrated in Figure 4.2 below.

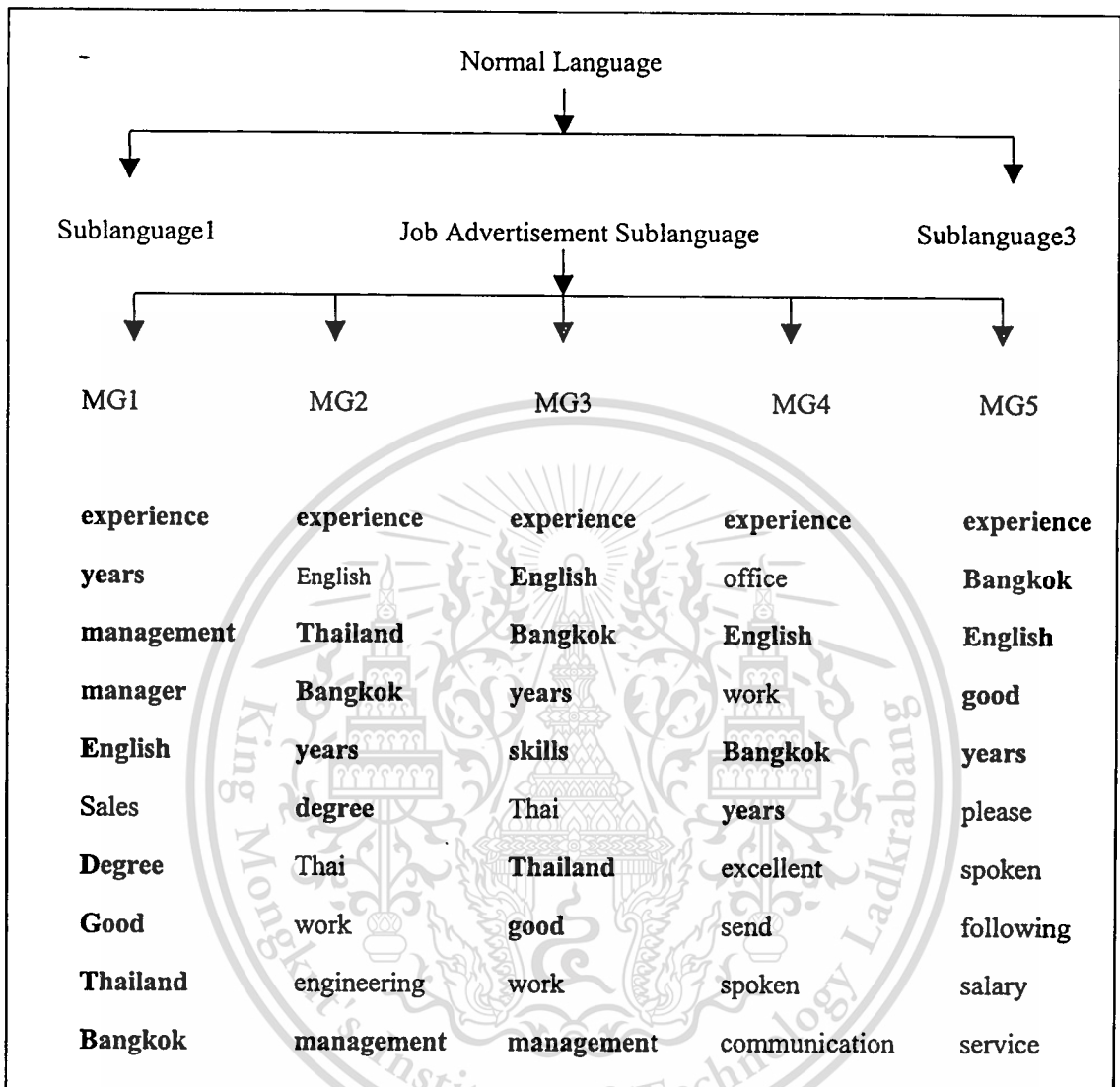


Figure 4.2 The First Ten Top-ranking Open Classes in Each Sub-domain in Job Advertisement Corpus

Figure 4.2 reveals the extent and the limits of sharing in the top ten words in the corpus. It is obvious that each subcategory has its own distinctive lexicon, a mark of their distinctiveness as microlanguages within job advertisements.

4.3.1.3 Numerals

Numerals can be divided into cardinal numerals and ordinal numerals. In job advertisement corpus, both are found and they are shown below.

Cardinal Numerals: *one, five, four, two three, six, eight, ten, nine, and seven*

Ordinal Numerals: *first, third, second, and fourth*

- In the numerals, the cardinal numerals are found more than ordinal numerals. As the finding of Biber et al. (1999:279), the cardinals are most common in news and academic prose because cardinals are clearly related to quantifying determiners, but differ from these in providing a numerical rather than a more general specification. Beside, he also discussed his findings as follows:

“Given their informational purpose, it is not surprising that news and academic use cardinals more frequently than the other registers.”

Biber et al. (1999:279)

During the analysis of word classes, there emerged some points which are worth nothing. Firstly, “in” can function both prepositions and adverb, but when it is compared with “in” in BNC corpus (Leech et al. 2001), which shows parts of speech, it is found that “in” functions as preposition more than adverb. This is similar to the finding of this study. Hence, in this study “in” is put in closed classes as preposition. Secondly, “work” in BNC is found as noun more than verb, yet in job advertisements this word is found as verb more than noun because “work” in job advertisement corpus is often found as followed by “to” or the modal verb “will”. Consequently, this word is arranged into open classes. In terms of adjective, it is found that many words in past participle form such as *written* English, Triton Oil Company of Thailand *Ltd.* (limited), and *related* field, are used as adjective in job advertisement written English. According to George (1963:35), he found that past participle is used as adjective 11.7% in his corpus.

4.3.2 Abbreviations

Abbreviations take 2.48% or 2,196 tokens of the entire job advertisement corpus. The top ten abbreviations in the corpus are as follows:

Table 4.7 The First Ten Abbreviations in the Job Advertisement Corpus

No.	Word	Rank	Freq.
1.	Ltd.	44	222
2.	Co.	46	221
3.	.com	59	198
4.	E-mail (e-mail)	67	173
5.	Tel (tel)	92	136
6.	Photo (photo)	106	120
7.	th	107	120
8.	Email (email)	124	102
9.	www.	146	90
10.	Rd.	172	80

According to Barnhart (1995), he classified abbreviations into seven groups, i.e. clippings, initialisms, contractions, acronyms, apheresises, substitutions, and symbols. In this study, it is found that there are only five main types used in the corpus: *clippings*, *initialisms*, *contractions*, *acronyms*, and *apheresises*. The other two, i.e. *substitutions*, and *symbols* do not occur.

It is clear that the number of each type is unequal. The findings are shown in Table 4.8 below:

Table 4.8 The Examples of Abbreviations in Each Type of Job Advertisement Corpus

Type	Freq.	%	Examples
1. Clippings	1,074	48.90	.com (commercial business) (freq. 198 or 18.45%) co. (company) (freq. 181 or 16.85%) e-mail (electronic mail) (freq. 173 or 16.10%) Tel. (Telephone) (freq. 136 or 12.66%) Photo (photograph) (freq. 120 or 11.17%)

Table 4.8 (continued)

Type	Freq.	%	Examples
2. Initialisms	605	27.55	www. (world wide web) (freq. 90 or 14.88%) IT (Information Technology) (freq. 45 or 7.44%) US (United State) (freq. 32 or 5.29%) ISO (International Organization Standardization) (freq. 28 or 4.63%) PC (Personal Computer) (freq. 28 or 4.63%)
3. Contractions	414	18.86	Ltd. (Limited) (freq. 222 or 53.62 %) Rd. (Road) (freq. 80 or 19.33%) No. (Number) (freq. 17.15%) Mr. (Mister) (freq. 13 or 3.14%) Yrs. (Years) (freq. 12 or 2.88%)
4. Acronyms	80	3.64	ASEAN (Associate of South-East Asian Nations) (freq. 17 or 21.25%) LAN (Local Area Network) (freq. 13 or 16.25%) SAP (Second Audio Program, Service Access Point, Session Announcement Protocol, Service Advertising Protocol, Symbolic Assembly Programme) (freq. 11 or 13.75%) AIDS (Acquired Immune Deficiency Syndrome) (freq. 7 or 8.75%) TOEIC (Test of English for International Communication) (freq. 5 or 6.25%)
5. Apheresises	23	1.05	phone (telephone) (freq. 18 or 78.25%) th (5 th , 10 th) (freq. 4 or 17.39%) st (1 st) (freq. 1 or 4.35%)
Total	2,196	100	

(See Appendix D for more details)

If the above abbreviations are closely considered, it can be seen that “Ltd.” has the highest frequency (222 times or 53.62%) This abbreviation is usually put after the name of a company and it often follows the abbreviation “Co.” as in *PURE CHEM CO., LTD.* Furthermore, if we observe closely, it is found that the abbreviations related to computer and internet such as .com, www. and LAN occur. This indicates that computer and internet skills are necessary for the job market in the era of globalization.

In conclusion, the use of abbreviations in job advertisement corpus shows that the writers of advertisement find it convenient to shorten the words into abbreviations because they can save space and budgets for advertising.

4.3.3 Collocations Selected from Job Advertisement Corpus

As stated in Chapter II, there are two types of collocations, namely grammatical collocations and lexical collocations. So, in the analysis of English vocabulary in job advertisements, lexical and grammatical collocations in the open classes with high frequency of occurrence are concentrated.

Table 4.9 The Most Frequent Lexical and Grammatical Collocations in Job Advertisement Corpus

No.	Type	Part of Speech	Lexical Collocation (Freq.)	Grammatical Collocation (Freq.)
1.	experience	n.	___years experience (252)	experience in (44)
2.	management	n.	human resources management (7)	the management of (10)
3.	good	adj.	good + ___ + of good command of (120)	good + ___ + skills good communication skills (10)
4.	written	adj.	spoken and written ___ (99)	fluency in written ___ (9)
5.	send	v.	send your + n send your application (38)	send + ___ +with send resume with (7)

Table 4.9 (continued)

No.	Type	Part of Speech	Lexical Collocation (Freq.)	Grammatical Collocation (Freq.)
6.	work	v.	will work closely (3)	able to work (54)
7.	preferably	adv.	n+ preferably experience preferably (9)	preferably+ in+ n preferably in the ___ (6)
8.	highly	adv.	looking for highly+ ___ (6)	a highly competent+ ___ (5)

Concordance data from the job advertisements show up the distinct relationship of the words or phrases which are frequently used with another word or phrase such as ___ years experience (Freq. 252) and experience in ___ (Freq. 44). Let us consider some of them to be an example:

4.3.3.1 The Collocations from Noun: "Experience"

"Experience" functions as noun in open classes. It occurs with high frequency in job advertisements. Concordance data on the word "experience" show some of its frequent combination with two or more other words.

The screenshot shows a window titled "Concord - [EXPERIENCE: 813 entries [sort: 5L, 5L]]". The window has a menu bar with "File", "View", "Settings", "Windows", and "Help". Below the menu bar is a toolbar with various icons. The main area displays a list of concordance entries, each with a line number and two columns of text. The entries are as follows:

N	Concordance
795	At least 10 year experience in paint industry Experience in automotive industry will be an
796	At least 1 year experience in sales, preferably experience in extinguishment system/lighting
797	of five years of progressively responsible work experience in epidemiology. clinical trials or r
798	e. ? At least 5 years solid food and beverage experience in a senior managerial capacity.
799	imum of 10 years of post-qualification work experience, at least 2 years professional exp
800	ck record over 5 years with practical hands-on experience in above fields in high tech produc
801	years Sales/Marketing experience, with some experience in the automotive industries ? Flu
802	essing minimum 5 years of internal audit work experience with a large multinational compan

Figure 4.3 The Concordance Data for the Word "Experience"

The concordance shows how a noun such as “experience” relates to other words in job advertisements to create the noun phrase “___years experience in.” The phrase “experience + in” is often followed by a noun or a group of words such as “epidemiology” and “the automotive industries.”

4.3.3.2 The Collocations from Adjective: “Good”

As an adjective in open classes, the word “good” is found the most in job advertisement corpus. Thus, concordance lines of this word are selected to show its circumstance.

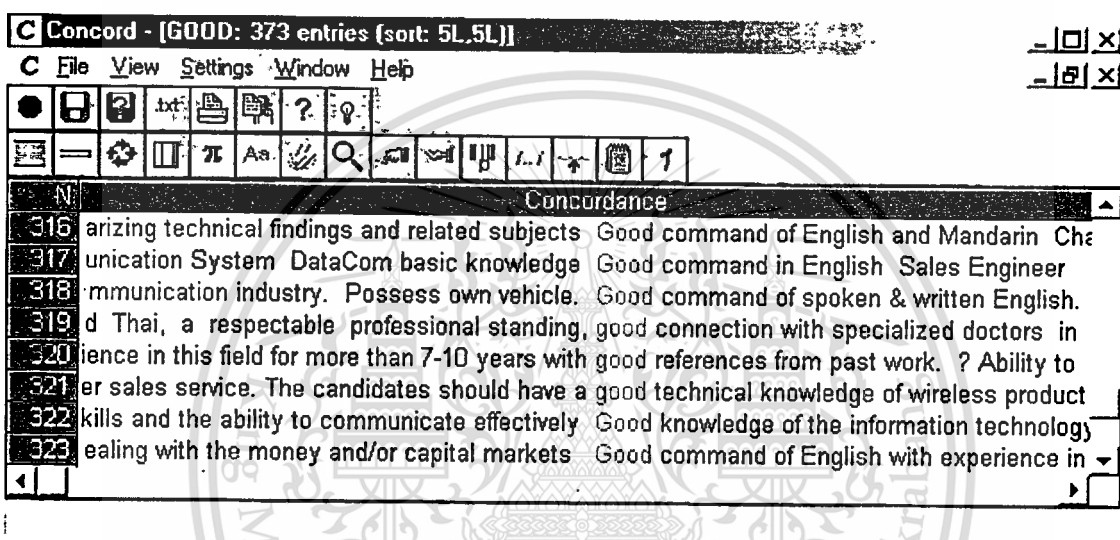


Figure 4.4 The Concordance Data for the Word “Good”

The concordance data displays the circumstance of the word “good” as “good command of” which is often followed by a noun or a phrase, i.e. *English, spoken and written English, and English with experience in.*

4.3.3.3 The Collocations from Full Verb: “Send”

“Send” was selected as a representative of “full verb” from the open classes. Concordance lines are used to investigate the general context of the word “send” as the first main verb found in the word frequency list.

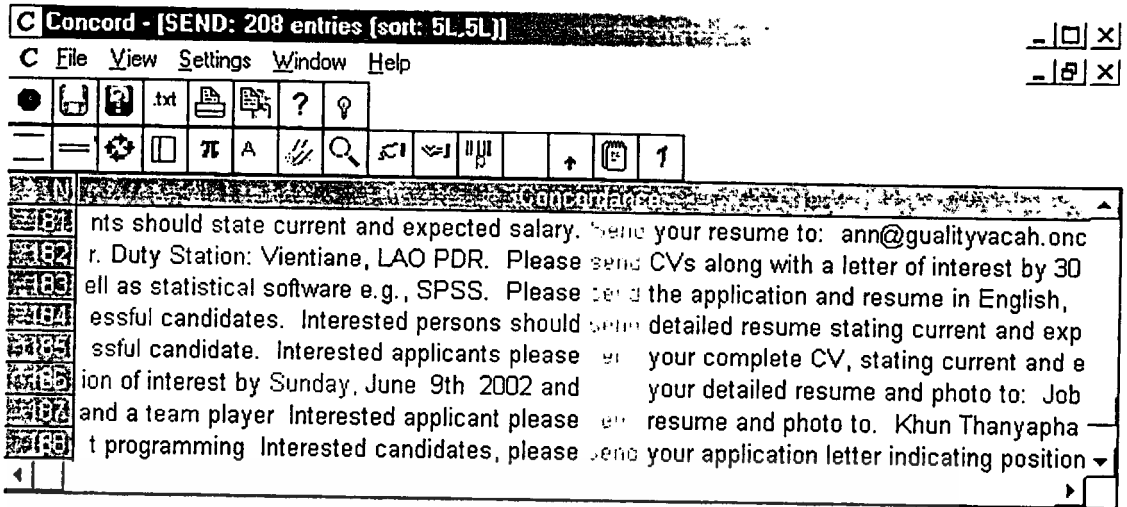


Figure 4.5 The Concordance Data for the Word “Send”

The concordance lines show that “send” is usually used with the adverb “please” and it is often followed by nouns and some prepositions, e.g., *please send CVs along with*, *please send the application and resume in*, and *please send resume and photo to*.

4.3.3.4 The Collocations from Adverb: “Preferably”

The word “preferably” is known to function as adverb and it occurs quite frequently in job advertisements. The concordance lines below show how this word connects with other words.

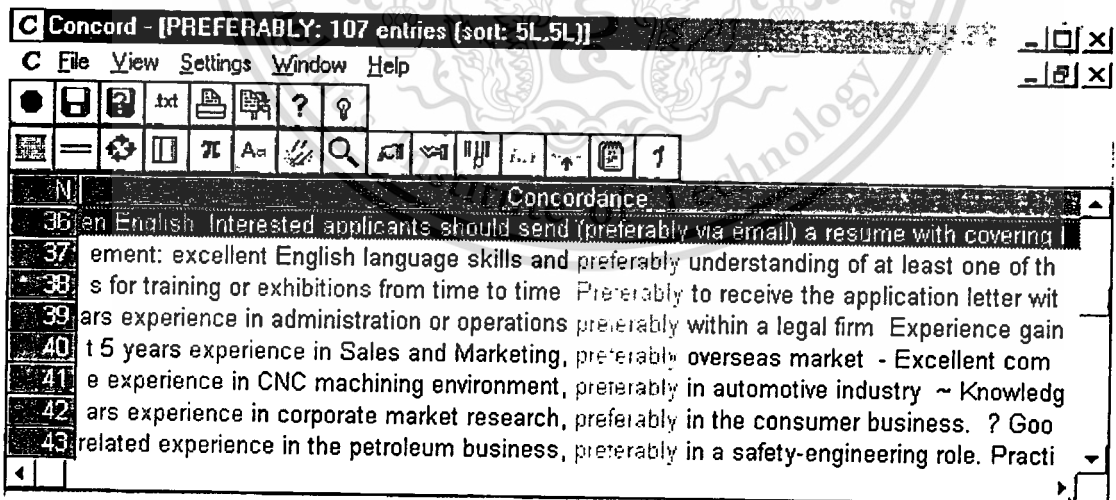


Figure 4.6 The Concordance Data for the Word “Preferably”

From the job advertisement concordance lines above, it is found that “preferably” is followed by some prepositions such as *preferably in* and *preferably within*. The former is often found more often than the latter. Besides, many nouns such as *environment*, *sales and marketing*, and *business* usually occur before this word, i.e. *environment preferably*, *sales and marketing preferably*, and *business preferably*. These imply that the word “preferably” is preceded by various nouns depending on the meaning that the text conveys.

In conclusion, concordance data from the job advertisement corpus is evidently valuable in showing the linguistic contexts of use in authentic texts. The contextual material from concordance helps to identify the different functions and meanings of vocabulary in different contexts. The use of such data provides lexical clues for job advertisement writers and encourages them to use linguistic contexts to establish the grammatical functions and lexical meanings of difficult words.

4.4 Sentence Analysis

This section presents the results of the analysis of sentences in job advertisements. From the 400 pieces of job advertisements collected, there were 1,305 sentences that were analyzed. The frequency and percentage of occurrence of the sentence types (simple, compound, complex, compound-complex) are shown in Table 4.10

Table 4.10 The Proportion of Sentence Types Occurring in Job Advertisements

Sentence Types	Frequency of Occurrence	Percentage
Simple Sentences	549	42.07
Compound Sentences	17	1.30
Complex Sentences	719	55.10
Compound-Complex Sentences	20	1.53
Total	1,305	100

As shown in the table above, of the 1,305 sentences there are 549 simple sentences (42.07%). About half of the sentences belong to the type of complex sentences (719 sentences or 55.10%), whereas compound sentences occur almost as frequently as compound-complex sentences (17 sentences or 1.30% and 20% sentences or 1.53% respectively).

Here are some examples of the four sentence types (For further details, see Appendix F):

Simple Sentences

- Please send resume to Managing Director.
- We offer excellent remuneration for the right person.

Compound Sentences

- Our factory is located in Klangdong Airfield, Nakornratchasima and now we are looking for a new staff for the following position.
- We are the market leader of drinking water and our sales volume is continuously growing.

Complex Sentences

- Please send your application, quoting the reference number of the position you would like to apply for, with a resume of your career to date, present salary and a recent photograph to the address below.
- If you believe you have the right profile to join our team and play a significant part in contributing to our role in the continued development of medical technologies, forward your detailed resume together with a recent non-returnable photograph before 20 November, 2002.

Compound-Complex Sentences

- We are now having a certain direction to expand our business to the areas relating to our core business and we are confident to achieve our goal as planned.
- Come to Siam Syndicate and we will show you an experience that goes beyond your expectations.

All the 1,305 sentences can be classified according to the five major groups of job advertisements as shown in the table below.

Table 4.11 The Proportion of Sentence Types in Each Major Group of Job Advertisements

Sentence Types	Groups of Job Advertisements				
	MG1	MG2	MG3	MG4	MG5
Simple Sentences	322	124	73	12	18
	41.44%	40.80%	45.34%	52.17%	45.00%
Compound Sentences	9	5	3	-	-
	1.16%	1.64%	1.86%	-	-
Complex Sentences	435	169	85	11	19
	55.98%	55.59%	52.80%	47.83%	47.50%
Compound-Complex Sentences	11	6	-	-	3
	1.42%	1.97%	-	-	7.50%
Total	777	304	161	23	40
	100%	100%	100%	100%	100%

MG1 = Major Group 1 Legislators, Senior Officials and Managers

MG2 = Major Group 2 Professionals

MG3 = Major Group 3 Technicians and Associate Professionals

MG4 = Major Group 4 Clerks

MG5 = Major Group 5 Service Workers and Shop and Market Sales Workers

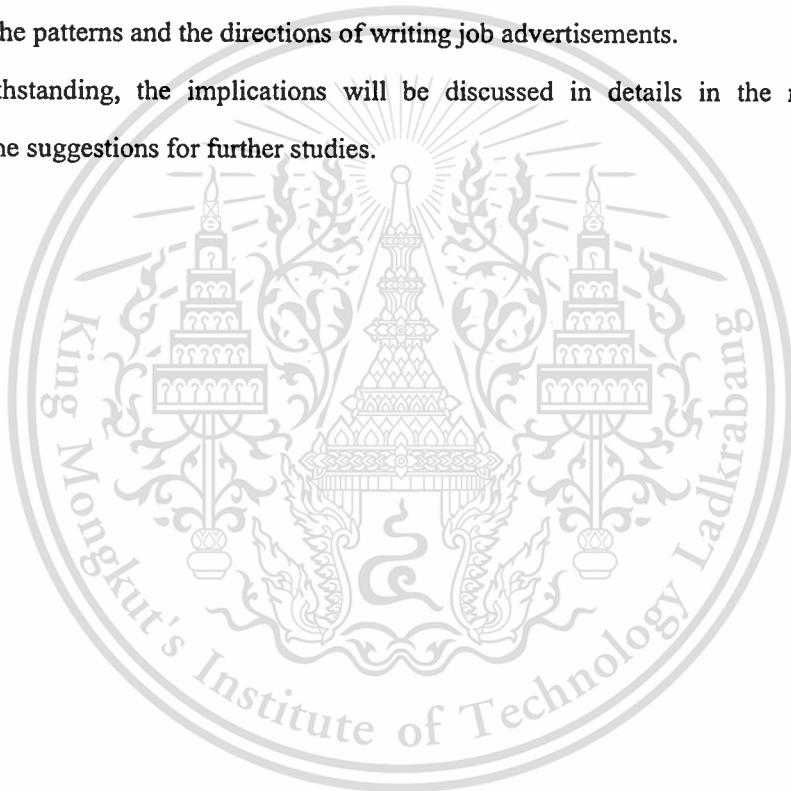
It could be seen from table above that simple sentences and complex sentences occur in all major groups of job advertisements. Compound sentences and compound-complex sentences do not occur in all the major groups, i.e. in groups 4 and 5 there are no compound sentences and in groups 3 and 4 no compound-complex sentences. According to these findings, it can be indicated that job advertisements are mostly written in simple sentences and complex sentences, with the latter being more favorable (55.10% compared to the former 42.70%). This can be explained that these two types of sentences help to economize the cost of putting job advertisements in newspapers since they are short and compact, hence minimizing space and saving expenses. In the case of complex sentences, which are more favorable, the compactness can be realized by syntactic compression - use of various kinds of non-finite clauses, lack of tense

markers and modal auxiliaries, frequent lack of subjects and subordinating conjunctions (Quirk et al. 1985:995).

4.5 Conclusion

All outcomes presented in this chapter are discovered to follow the three objectives from Chapter I. There is the investigation of major groups of jobs being advertised in the Bangkok Post from June 1st to November 30th, 2002. The lexical features of job advertisement corpus are highlighted to separate to their individual areas. The concordance lines are used to be the evidence in showing the collocations in authentic contexts. The occurrence frequency of sentence types exposes the patterns and the directions of writing job advertisements.

Notwithstanding, the implications will be discussed in details in the next chapter, together with the suggestions for further studies.



CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

This chapter is divided into three main parts. The first part concerns the conclusion of this thesis. The second part focuses on the implications of the study. In the last part of this chapter, the suggestions for further studies are put forward.

5.1 Conclusion

The ideas for this research arose out of a desire to find out what language features, i.e. English vocabulary and sentence patterns are used in English newspaper. The materials analyzed in this study were job advertisements in the Bangkok Post newspaper gathered for six months from June 1st to November 30th, 2002. Based on ISCO-88, only the first five groups of jobs were advertised in the Bangkok Post and only 400 pieces from the collected 735 pieces of job advertisements could be served as data base for this study since they correspond to the ISCO-88 specification. The five major groups were: *major group 1* legislators, senior officials and managers (249 pieces or 62.25%), *major group 2* professionals (86 pieces or 21.50%), *major group 3* technicians and associate professionals (46 pieces or 11.50%), *major group 4* clerks (8 pieces or 2.00%), *major group 5* service workers and shop and marketing sales workers (11 pieces or 2.75%). All pieces of job advertisements were scanned to analyze the lexical features by using the concordancing program *WordSmith Tools Version 3*. The features analyzed consisted of word classes, abbreviations and collocations, all of which were based on Quirk et al (1985), Barnhart (1995) and Benson et al. (1986). In this thesis, the analysis of sentence patterns was done manually, basing on Quirk et al's framework (1985).

The results of the study showed that there were 88,705 tokens and 7,009 word types in this corpus. The relative proportion of types and tokens was 7.90 or 1:12.65. In lexical analysis, it was found that only three out of four types of word classes occurred in job advertisements: *closed classes*, *open classes*, and *numerals*. As for the type of *interjections*, they were not found in job advertisements. From the top twenty of wordlist frequency, 21.48 % was closed classes and 3.67 % was open classes. Regarding numerals, the *cardinal numerals* were found more than *ordinal numerals*. In terms of abbreviations, it was found that they take 2.48% or 2,196 tokens of the entire job advertisement corpus and there were five types of abbreviations used in job

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advertisements: *clippings* (freq. 1,074 or 48.90 %), *initialisms* (freq. 605 or 27.55 %), *contractions* (freq. 414 or 18.86%), *acronyms* (freq. 80 or 3.64%), and *apherisises* (freq. 23 or 1.05%) but the other two types, *substitutions* and *symbols*, were not found. In order to see the structure of the lexical and grammatical collocations, the 8 most frequent words in open classes which are *experience*, *management*, *good*, *written*, *send*, *work*, *preferably*, and *highly* were selected. The frequency calculated from these 8 words was 534 times as lexical collocations and 145 times as grammatical collocations.

The compilation and statistical analysis of the job corpus has provided its own insights into the uses of a specialist corpus. The linguistic data of job advertisement corpus provides insights into the special language of job advertisement-the fact that its language concerned the high density of information and its vocabulary mostly consists of word classes, abbreviations and collocations. The abbreviations and collocations are some of the problems in understanding and writing job advertisements in English for students, which the English teachers seek to teach or address when teaching English.

The sentence analysis of 1,305 sentences provides insights into the nature of sentence patterns used in job advertisements. It was found that there were 549 simple sentences, 13 compound sentences, 719 complex sentences, and 20 compound-complex sentences. Simple and complex sentences occurred in all major groups of job advertisements, while compound and compound-complex sentences did not occur quite often in writing of job advertisements.

5.2 Implications for Job Advertisement Education

5.2.1 Implications for Job Advertisement Copywriters

To be a guideline for people who have to write job advertisements, the linguistic features found in this study can be compiled as a guide book to promote the better use of English for Thai copywriters. Such features include high frequency wordlists, abbreviations, and sentence patterns most favorably used in job advertisements.

5.2.2 Implications for Teachers and Course Designers

The results obtained from the study could be directly useful for a teacher or a course designer who wishes to know what vocabulary and sentence patterns should receive the main pedagogical focus for students who are taking a course in mass media communications. The results could help a teacher design the teaching materials which can save a lot of time in English

instruction. For example in dealing with vocabulary recognition or identification, the concordance lines can be used as gap-filling exercises (Tribble and Jones 1991; Stevens 1991). The teachers or course designers may blank certain selected words and ask the students to fill them in. In this way, the students can determine the answers from authentic texts, which the teachers should use to design activities to suit the needs and level of the learners.

In some cases, the teachers may design a vocabulary test by using the concordance lines to create a cloze or gap-filling test. According to Butler (1991), the concordancing with microcomputers could be used in an ESL testing environment. He argued that concordancing could improve the very popular cloze test in that the bias of the text content of just a single piece of text could be eliminated by concordance-generated tests of the gap-filling type where the test item appears in a set of different sentences drawn from a number of different texts in the corpus.

Besides, as far as wordlists, abbreviations, and collocations are concerned, the teachers may need to have access to these items in producing a glossary for their students to see what lexical features are used in job advertisements.

In terms of sentence patterns, the teachers can correlate the results of this study to the design of their teaching materials, especially emphasizing the teaching of complex sentences since this type was found to occur the most and their compactness may cause some problems to the students in both writing and reading job advertisements.

In short, the results can be used to develop better teaching materials tests, reference materials, and syllabuses.

5.3 Suggestion for Further Studies

From the findings of the present project, it is suggested that further studies should be carried out as recommended below to gain a deeper understanding and applications:

1. On account of time limitation the job advertisement corpus of only 88,705 words was studied, which was not quite large enough. Other theses such as Poonpon's (2002:42), 317,637 words were studied and 236,086 words were studied by Kaewphanngam (2002:54). So, the job advertisement corpus for further studies needs to be enlarged.

2. At present there are many new job titles which are not covered in ISCO-88, such as *massage therapists for Spa*, *financial service consultants*, and *marketing supervisor*. Thus, ISCO-88 needs to be updated in order to help the researchers to group these new job titles properly without using their own subjective classification.

3. In order to obtain a deeper insight into language of job advertisements, further studies on other lexical features such as compound nouns, technical vocabulary and multiword terms should also be included.

4. Further research of sentence analysis in job advertisements should carry out by using other frameworks to compare the subtype of sentences with those derived from Quirk et al.' s framework. Moreover, the sentence subtypes should be classified.

5. If possible, new subject domains in advertisements such as cosmetics, consumer goods, or residences, should be added in order to compare their linguistic features with the job advertisements.



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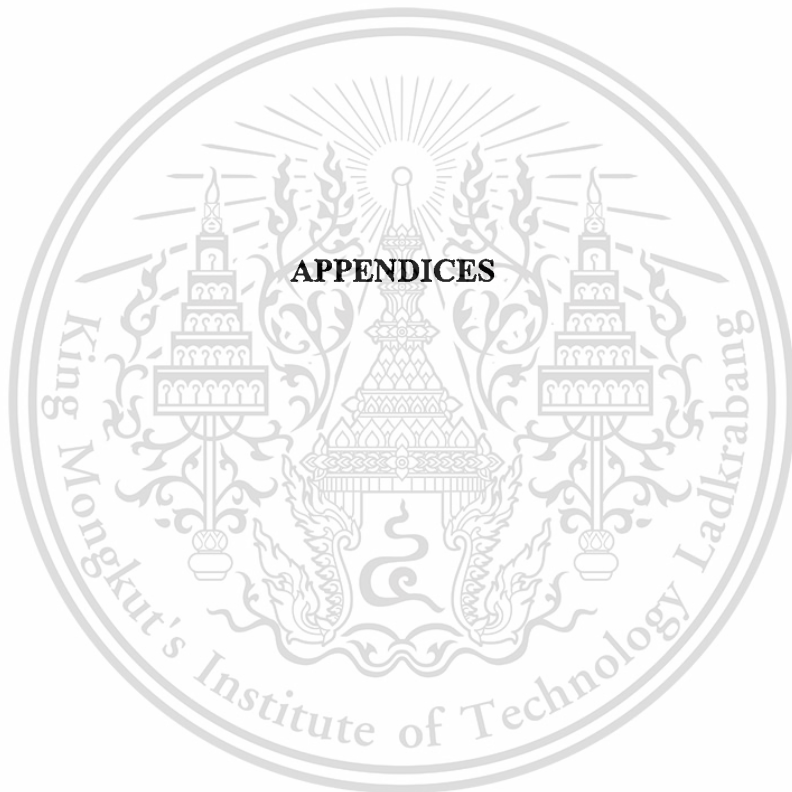
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APPENDIX A

The Statistical Analysis of Job Advertisement Corpus

N	1	2	3	4	5	6
Text File	OVERALL	1-1.TXT	2-1.TXT	3-1.TXT	4-1.TXT	5-1.TXT
Bytes	626,740	412,687	133,823	61,371	8,819	10,040
Tokens	86,705	58,314	18,908	8,742	1,252	1,489
Types	7,015	5,241	3,217	1,967	543	578
Type/Token Ratio	7.91	8.99	17.01	22.50	43.37	38.82
Standardised Type/Token	45.87	45.05	47.51	47.42	48.40	46.10
Ave. Word Length	5.75	5.76	5.75	5.71	5.67	5.38
Sentences	1,914	1,210	449	196	27	32
Sent. length	38.18	39.89	36.51	34.32	31.37	26.03
std. Sent. Length	50.25	55.14	41.98	39.82	28.70	25.92
Paragraphs	374	215	68	56	12	23
Para. length	237.05	271.23	277.37	156.11	104.33	64.74
std. Para. length	266.31	307.27	222.54	141.25	112.16	57.57
Headings	0	0	0	0	0	0
Heading length						
std. Heading length						
1-letter words	2,955	1,957	648	256	49	45
2-letter words	13,074	8,563	2,779	1,321	179	232
3-letter words	13,410	8,825	2,859	1,308	181	237
4-letter words	9,385	5,970	2,055	1,001	157	202
5-letter words	6,684	4,493	1,321	650	90	130
6-letter words	7,569	4,927	1,618	763	117	144
7-letter words	9,355	6,246	1,922	900	125	162
8-letter words	7,176	4,614	1,692	699	84	87
9-letter words	5,786	3,856	1,174	584	94	78
10-letter words	6,118	4,146	1,257	576	69	70

APPENDIX B

Frequency List from Job Advertisement Corpus

MG1 = Major Group 1 Legislators, Senior Officials and Managers

MG2 = Major Group 2 Professionals

MG3 = Major Group 3 Technicians and Associate Professionals

MG4 = Major Group 4 Clerks

MG5 = Major Group 5 Service Workers and Shop and Market Sales Workers

Num	Word Type	Total	Sub-categories				
			MG1	MG2	MG3	MG4	MG5
1	And	4,223	2,840	874	388	58	63
2	The	2,706	1,804	556	272	35	39
3	In	2,622	1,756	553	231	28	54
4	To	2,104	1,363	467	212	27	35
5	Of	2,075	1,382	425	205	39	24
6	A	1,522	1,042	294	132	31	23
7	With	1,185	812	219	117	14	23
8	For	986	628	232	98	18	10
9	Or	836	513	211	89	11	12
10	Experience	812	555	149	86	11	11
11	Be	719	502	114	85	10	8
12	Is	659	468	104	66	9	12
13	Will	610	421	102	73	7	7
14	Years	597	436	99	45	8	9
15	English	505	305	117	63	10	10
16	Management	488	382	70	33	0	0
17	Manager	443	408	20	12	1	2
18	At	419	298	79	30	6	6
19	Are	415	281	93	32	2	7

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The Frequency List

Num	Word Type	Total	Sub-categories				
			MG1	MG2	MG3	MG4	MG5
20	Bangkok	413	240	101	54	8	10
21	An	410	265	76	53	8	8
22	Thailand	396	242	109	36	3	6
23	Degree	393	267	89	29	5	3
24	Good	373	264	62	35	2	10
25	As	366	242	79	31	4	10
26	Skills	350	238	62	41	3	6
27	Thai	336	201	85	39	5	6
28	Sales	335	273	44	17	0	1
29	We	332	196	95	32	1	8
30	Work	321	189	82	35	15	5
31	Company	313	231	58	17	4	3
32	Business	288	236	37	12	1	2
33	Our	274	174	60	29	2	9
34	Please	265	153	69	30	5	8
35	Position	258	185	42	25	2	4
36	Development	251	181	40	21	5	4
37	Marketing	247	215	18	8	1	5
38	Resume	246	149	58	28	5	6
39	Qualifications	245	160	53	26	4	2
40	Your	236	147	54	25	3	7
41	Written	234	150	44	27	6	7
42	International	230	150	48	20	6	6
43	Least	228	171	33	17	5	2
44	Ltd	222	144	48	21	2	7
45	Salary	222	133	49	29	4	7
46	Co	221	136	52	26	1	6
47	All	217	160	35	20	1	1

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The Frequency List

Num	Word Type	Total	Sub-categories				
			MG1	MG2	MG3	MG4	MG5
48	Bachelor's	217	157	44	10	5	1
49	Team	217	159	38	10	5	5
50	Candidates	216	136	47	24	3	6
51	Computer	216	134	50	24	5	3
52	Fax	214	123	54	27	4	6
53	Related	213	150	37	22	3	1
54	Spoken	209	135	36	23	7	8
55	Strong	209	169	23	16	1	0
56	Send	208	125	48	23	7	5
57	Office	206	118	47	9	11	6
58	On	206	114	60	28	2	2
59	Com	198	146	31	15	3	3
60	Knowledge	198	134	42	17	4	1
61	Accounting	197	163	24	7	3	0
62	Have	193	116	44	21	7	5
63	Recent	193	126	35	23	5	4
64	Excellent	190	124	39	17	7	3
65	Field	185	140	27	14	2	2
66	Command	177	119	33	16	5	4
67	E-mail	173	113	38	17	4	1
68	Road	172	100	43	21	3	5
69	Human	168	125	22	18	2	1
70	Ability	165	110	33	17	3	2
71	By	164	102	38	12	11	1
72	Application	163	96	39	21	5	2
73	Expected	162	118	28	14	1	1
74	Must	162	98	40	14	7	3
75	Able	160	106	27	21	2	4

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The Frequency List

Num	Word Type	Total	Sub-categories				
			MG1	MG2	MG3	MG4	MG5
76	Communication	159	107	33	9	6	4
77	Applications	158	110	28	17	3	0
78	Engineering	157	76	71	10	0	0
79	Minimum	154	107	27	15	2	3
80	New	152	122	16	12	1	1
81	Responsible	151	111	27	10	3	0
82	Following	146	86	29	19	5	7
83	Project	144	101	35	5	3	0
84	You	144	86	36	11	2	9
85	Industry	143	104	26	11	0	2
86	Products	143	121	15	7	0	0
87	Service	143	103	24	10	1	7
88	Should	142	88	26	21	2	5
89	Asia	139	89	33	12	3	2
90	Male	138	99	23	14	1	1
91	Resources	138	95	21	21	0	1
92	Tel	136	82	35	15	0	4
93	From	135	70	37	22	2	4
94	Working	135	85	33	10	6	1
95	Looking	134	77	34	18	2	3
96	Age	131	96	21	10	1	3
97	Support	131	73	39	18	0	1
98	Candidate	127	88	24	9	2	4
99	Female	124	83	19	13	3	6
100	Well	124	77	38	4	1	4
101	Positions	123	79	19	19	4	2
102	Department	122	91	18	11	0	2
103	Required	122	69	33	15	5	0

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The Frequency List

Num	Word Type	Total	Sub-categories				
			MG1	MG2	MG3	MG4	MG5
104	This	122	87	21	13	0	1
105	Other	120	72	23	19	3	3
106	Photo	120	69	27	19	1	4
107	Th	120	75	26	16	1	2
108	Interested	117	76	25	12	1	3
109	Successful	117	90	16	8	0	3
110	Advantage	116	79	18	14	2	3
111	Photograph	116	80	18	12	3	3
112	Quality	116	77	35	4	0	0
113	National	115	70	25	19	0	1
114	Both	112	65	28	12	2	5
115	University	110	69	20	18	0	3
116	Financial	108	83	16	8	1	0
117	High	107	79	21	5	0	2
118	Preferably	107	72	19	11	3	2
119	Production	107	78	22	6	0	1
120	Including	106	64	26	13	2	1
121	Over	106	77	21	8	0	0
122	Floor	105	69	20	12	1	3
123	Planning	105	77	19	9	0	0
124	Email	102	66	23	10	2	1
125	Interpersonal	102	78	12	8	2	2
126	Administration	101	72	16	12	1	0
127	Environment	101	58	32	8	0	3
128	Technical	101	62	20	18	1	0
129	Product	100	84	13	3	0	0
130	Requirements	100	58	26	12	1	3
131	Leading	99	71	17	8	1	2

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The Frequency List

Num	Word Type	Total	Sub-categories				
			MG1	MG2	MG3	MG4	MG5
132	Training	98	62	21	12	2	1
133	General	97	77	10	7	2	1
134	Activities	95	71	14	9	1	0
135	Applicants	95	51	18	23	2	1
136	Director	95	80	8	7	0	0
137	That	95	70	20	5	0	0
138	Its	94	63	18	11	0	2
139	Services	94	57	23	10	1	3
140	Full	91	50	25	11	1	4
141	System	91	59	24	8	0	0
142	World	91	57	27	6	0	1
143	Finance	90	66	14	8	2	0
144	One	90	56	16	12	1	5
145	Systems	90	65	16	7	1	1
146	Www	90	62	17	10	0	1
147	Level	89	72	16	0	1	0
148	Regional	89	60	12	16	1	0
149	Seeking	89	61	13	12	0	3
150	Has	88	59	16	7	3	3
151	Responsibilities	88	68	14	5	0	1
152	Only	87	42	27	15	2	1
153	Market	86	68	10	8	0	0
154	Not	86	51	15	14	2	4
155	Based	84	53	18	8	0	5
156	It	84	61	15	7	0	1
157	Join	84	54	19	8	0	3
158	Senior	84	75	6	3	0	0
159	Managing	83	72	10	1	0	0

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The Frequency List

Num	Word Type	Total	Sub-categories				
			MG1	MG2	MG3	MG4	MG5
160	Package	83	63	12	5	1	2
161	Person	83	51	20	8	2	2
162	Address	82	50	19	9	3	1
163	Develop	82	58	17	7	0	0
164	Group	82	62	9	9	1	1
165	Post	82	51	22	7	0	2
166	Professional	82	61	16	5	0	0
167	Would	82	61	10	8	1	2
168	Operations	81	48	29	3	0	1
169	Research	81	46	27	8	0	0
170	Benefits	80	41	19	14	2	4
171	Qualified	80	46	22	9	1	2
172	Rd	80	46	21	12	1	0
173	Staff	80	59	6	11	0	4
174	Apply	79	42	22	11	2	2
175	Current	79	50	17	12	0	0
176	Manufacturing	79	53	25	0	0	1
177	Tower	79	51	19	6	1	2
178	Higher	78	55	20	3	0	0
179	Information	78	48	20	7	3	0
180	Language	78	33	32	10	1	2
181	Together	78	55	17	4	2	0
182	Us	78	52	18	5	0	3
183	Assist	77	55	14	7	0	1
184	Design	77	45	30	1	1	0
185	Remuneration	77	59	8	6	3	1
186	Executive	76	73	2	1	0	0
187	Limited	76	57	13	5	0	1

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The Frequency List

Num	Word Type	Total	Sub-categories				
			MG1	MG2	MG3	MG4	MG5
188	Process	76	54	12	10	0	0
189	Assistant	75	51	6	18	1	0
190	Customer	75	59	6	5	0	5
191	Highly	75	58	11	4	0	2
192	Programme	75	37	7	6	0	0
193	Building	74	55	14	3	1	1
194	S	73	52	13	8	0	0
195	Their	73	46	14	9	2	2
196	Travel	73	43	12	14	1	3
197	Who	73	50	13	6	4	0
198	Leadership	72	63	6	3	0	0
199	Literate	72	51	13	7	1	0
200	Master's	72	50	20	2	0	0

APPENDIX C

List of Word Classes from the Job Advertisement Corpus

Abbrev.= abbreviation	Freq.=frequency	Num.=number
Adj.= adjective	Inf.= infinitive	Prep.=preposition
Adv.=adverb	Mod. = modal	Pri.v.=primary verb
Conj.= conjunction	N.= noun	Pron.=pronoun
Det. =determiner	Neg.=negative	V.=verb

Rank	Word	Freq.	%	Word Classes
1	And	4,223	4.76	conj
2	The	2,706	3.05	det.
3	In	2,622	2.96	prep., adv
4	To	2,104	2.37	inf., prep.
5	Of	2,075	2.34	conj
6	A	1,522	1.72	det., abbrev.
7	With	1,185	1.34	prep.
8	For	986	1.11	prep.
9	Or	836	0.94	conj.
10	Experience	812	0.92	n.
11	Be	719	0.81	pri.v.
12	Is	659	0.74	pri.v.
13	Will	610	0.69	mod.
14	Years	597	0.67	n.
15	English	505	0.57	n.
16	Management	488	0.55	n.
17	Manager	443	0.5	n.
18	At	419	0.47	prep.
19	Are	415	0.47	pri.v.
20	Bangkok	413	0.47	n.

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Rank	Word	Freq.	%	Word Classes
21	An	410	0.46	det.
22	Thailand	396	0.45	n.
23	Degree	393	0.44	n.
24	Good	373	0.42	adj.
25	As	366	0.41	prep., adv., conj.,
26	Skills	350	0.39	n.
27	Thai	336	0.38	n.
28	Sales	335	0.38	n.
29	We	332	0.37	pron.
30	Work	321	0.36	v., n.
31	Company	313	0.35	n.
32	Business	288	0.32	n.
33	Our	274	0.31	det.
34	Please	265	0.3	adv.
35	Position	258	0.29	n.
36	Development	251	0.28	n.
37	Marketing	247	0.28	n.
38	Resume	246	0.28	n.
39	Qualifications	245	0.28	n.
40	Your	236	0.27	det.
41	Written	234	0.26	adj.
42	International	230	0.26	adj., n.
43	Least	228	0.26	adj.
44	Ltd	222	0.25	adj.
45	Salary	222	0.25	n.
46	Co	221	0.25	abbrev.
47	All	217	0.24	det.
48	Bachelor's	217	0.24	n.
49	Team	217	0.24	n.
50	Candidates	216	0.24	n.
51	Computer	216	0.24	n.

Rank	Word	Freq.	%	Word Classes
52	Fax	214	0.24	n.,v.
53	Related	213	0.24	v., adj.
54	Spoken	209	0.24	adj.
55	Strong	209	0.24	adj.
56	Send	208	0.23	v.
57	Office	206	0.23	n.
58	On	206	0.23	prep.,adv.
59	Com	198	0.22	abbrev.
60	Knowledge	198	0.22	n.
61	Accounting	197	0.22	n.
62	Have	193	0.22	pri.v.
63	Recent	193	0.22	adj.
64	Excellent	190	0.21	adj.
65	Field	185	0.21	n.
66	Command	177	0.2	n.
67	E-mail	173	0.2	n.,v.
68	Road	172	0.19	n.
69	Human	168	0.19	n.
70	Ability	165	0.19	n.
71	By	164	0.18	prep.
72	Application	163	0.18	n.
73	Expected	162	0.18	v.
74	Must	162	0.18	mod.
75	Able	160	0.18	adj.
76	Communication	159	0.18	n.
77	Applications	158	0.18	n.
78	Engineering	157	0.18	n.
79	Minimum	154	0.17	adj., n.
80	New	152	0.17	adj.
81	Responsible	151	0.17	adj.
82	Following	146	0.16	adj., n.

Rank	Word	Freq.	%	Word Classes
83	Project	144	0.16	n.
84	You	144	0.16	pron.
85	Industry	143	0.16	n.
86	Products	143	0.16	n.
87	Service	143	0.16	n.
88	Should	142	0.16	mod.
89	Asia	139	0.16	n.
90	Male	138	0.16	n.
91	Resources	138	0.16	n.
92	Tel	136	0.15	abbrev.
93	From	135	0.15	prep.
94	Working	135	0.15	v.
95	Looking	134	0.15	v.
96	Age	131	0.15	n.
97	Support	131	0.15	n.
98	Candidate	127	0.14	n.
99	Female	124	0.14	n.
100	Well	124	0.14	adv.
101	Positions	123	0.14	n.
102	Department	122	0.14	n.
103	Required	122	0.14	v.
104	This	122	0.14	det., pron.
105	Other	120	0.14	pron., adj.
106	Photo	120	0.14	abbrev.
107	Th	120	0.14	abbrev.
108	Interested	117	0.13	adj.
109	Successful	117	0.13	adj.
110	Advantage	116	0.13	n.
111	Photograph	116	0.13	n.
112	Quality	116	0.13	n.
113	National	115	0.13	adj.

Rank	Word	Freq.	%	Word Classes
114	Both	112	0.13	det.,pron.
115	University	110	0.12	n.
116	Financial	108	0.12	adj.
117	High	107	0.12	adj.
118	Preferably	107	0.12	adv.
119	Production	107	0.12	n.
120	Including	106	0.12	v., prep.
121	Over	106	0.12	prep., adv.
122	Floor	105	0.12	n.
123	Planning	105	0.12	n.,v.
124	Email	102	0.11	n., v.
125	Interpersonal	102	0.11	adj.
126	Administration	101	0.11	n.
127	Environment	101	0.11	n.
128	Technical	101	0.11	adj.
129	Product	100	0.11	n.
130	Requirements	100	0.11	n.
131	Leading	99	0.11	v.
132	Training	98	0.11	n.
133	General	97	0.11	adj., n.
134	Activities	95	0.11	n.
135	Applicants	95	0.11	n.
136	Director	95	0.11	n.
137	That	95	0.11	det., pron.
138	Its	94	0.11	det.
139	Services	94	0.11	n.
140	Full	91	0.1	adj.
141	System	91	0.1	n.
142	World	91	0.1	n.
143	Finance	90	0.1	n.
144	One	90	0.1	num., pron.

Rank	Word	Freq.	%	Word Classes
145	Systems	90	0.1	n.
146	Www	90	0.1	abbrev.
147	Level	89	0.1	n.
148	Regional	89	0.1	adj.
149	Seeking	89	0.1	v.
150	Has	88	0.1	pri.v.
151	Responsibilities	88	0.1	n.
152	Only	87	0.1	adv.
153	Market	86	0.1	n.
154	Not	86	0.1	neg.
155	Based	84	0.09	adj.
156	It	84	0.09	pron.
157	Join	84	0.09	v.
158	Senior	84	0.09	adj., n.
159	Managing	83	0.09	v.
160	Package	83	0.09	n.
161	Person	83	0.09	n.
162	Address	82	0.09	n.
163	Develop	82	0.09	v.
164	Group	82	0.09	n.
165	Post	82	0.09	n.,v.
166	Professional	82	0.09	adj., n.
167	Would	82	0.09	mod.
168	Operations	81	0.09	n.
169	Research	81	0.09	n.
170	Benefits	80	0.09	n.
171	Qualified	80	0.09	adj.
172	Rd	80	0.09	abbrev.
173	Staff	80	0.09	n.
174	Apply	79	0.09	v.
175	Current	79	0.09	adj.

Rank	Word	Freq.	%	Word Classes
176	Manufacturing	79	0.09	n.
177	Tower	79	0.09	n.
178	Higher	78	0.09	adj.
179	Information	78	0.09	n.
180	Language	78	0.09	n.
181	Together	78	0.09	adv., prep.
182	Us	78	0.09	pron., abbrev.
183	Assist	77	0.09	v.
184	Design	77	0.09	n., v.
185	Remuneration	77	0.09	n.
186	Executive	76	0.09	adj., n.
187	Limited	76	0.09	adj.
188	Process	76	0.09	n.
189	Assistant	75	0.08	n.
190	Customer	75	0.08	n.
191	Highly	75	0.08	adv.
192	Programme	75	0.08	n.
193	Building	74	0.08	n.
194	S	73	0.08	abbrev.
195	Their	73	0.08	pron.
196	Travel	73	0.08	n.
197	Who	73	0.08	pron.
198	Leadership	72	0.08	n.
199	Literate	72	0.08	adj.
200	Master's	72	0.08	n.

APPENDIX D

List of Abbreviations

Clippings

<i>Word</i>	<i>Freq</i>	<i>%</i>	<i>Full Name</i>
.Com	198	18.43	Commercial Business
Co.	181	16.85	Company
E-mail	173	16.10	Electronic Mail
Tel	136	12.66	Telephone
Photo	120	11.17	photograph
.th	116	10.80	Thailand
Email	102	9.50	Electronic Mail
Ref	25	2.33	Reference
UNIX	8	0.74	Uniplexed Information and Computing System, AT&T Bell Laboratories Operating System
Asst	7	0.65	Assistant
Inc.	6	0.56	Incorporated
Nov	2	0.19	November
Total	1074	100	

Initialisms

<i>Word</i>	<i>Freq.</i>	<i>%</i>	<i>Full Name</i>
www.	90	14.88	world wide web
IT	45	7.44	Information Technology
US	32	5.29	United Stated
ISO	28	4.63	International Organization for Standardization
PC	28	4.63	Personal Computer
MRC	20	3.31	Mekong River Commission
PLC	19	3.14	Programmable Logic Controller
http	18	2.98	hypertext transfer protocol

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NGOs	12	1.98	Non-governmental Organizations
PR	12	1.98	Public Relations
C.E.O	11	1.81	Chief Executive Officer
UNDP	11	1.81	The United Development Programme
SQL	10	1.65	Structured Query Language
BOI	9	1.49	Board of Investment
UOB	9	1.49	the United Overseas Bank
GTZ	8	1.32	German Technical Corporation
HIV	8	1.32	Human Immunodeficiency Virus
PA	8	1.32	Personal Assistant
ICT	7	1.16	Information and Communication Technology
NT	7	1.16	Network Termination
SIS	7	1.16	St. Stephen's International School
UIS	7	1.16	Universal International School
UPS	7	1.16	United Parcel Service
BA	6	0.99	Bachelor of Art
PSI	6	0.99	Population Service International
VP	6	0.99	Vice President
XP	6	0.99	Extreme Performance (Compaq), Windows "The Experience"
CFO	5	0.83	Chief Financial Officer
CRS	5	0.83	Catholic Relief Service
ERP	5	0.83	Enterprise Resources Planning
IP	5	0.83	Internet Protocol
UN	5	0.83	United Nation
EH&S	4	0.66	Environment Health and Safety
FMCG	4	0.66	Fast Moving Consumer Goods
HACCP	4	0.66	hazard analysis and critical control point
HQ	4	0.66	Headquarters
MIS	4	0.66	Management Information System
MD	4	0.66	Doctor of Medicine , Managing of Director
MOPH	4	0.66	Thailand Ministry of Public Health
QC	4	0.66	Quality Control

ASE	3	0.50	Agricultural Systems and Engineering
SST	3	0.50	Siam Syndicate Trading
APHD	3	0.50	the Asia Partnership for Human Development
BBĀ	3	0.50	Bachelor of Business Administration
CNC	3	0.50	Computerized Numerical Control
FHI	3	0.50	Family Health International
GAAP	3	0.50	General Accepted Accounting Principles
GPA	3	0.50	Grade Point Average
ILO	3	0.50	The International Labour Organization
MRP	3	0.50	Material Requirement Planning
OEM	3	0.50	Original Equipment Market
OS	3	0.50	Operating System
QA	3	0.50	Quality Assurance
RPD	3	0.50	Regional Programme Director
SCM	3	0.50	Skin Care Manager/Singapore Conservatory of Music
SM	3	0.50	Sale Manager
USD	3	0.50	United State Dollar
ACCA	2	0.33	The Association of Chartered Certified Accountant
AIT	2	0.33	The Asia Institute of Technology
CAM	2	0.33	Computer-Aided Manufacturing
DB	2	0.33	Data Base, Data Buffer, Device Bay
ECSP	2	0.33	Engaging Civil Society Project
GA	2	0.33	Global Alliance
IFP	2	0.33	International Fellowship Program
IRC	2	0.33	The International Recur Committee
MCSE	2	0.33	Microsoft Certified Systems Engineer
ME	2	0.33	Mechanical Engineering
PWDs	2	0.33	People with Disabilities
AGM	1	0.17	Annual General Meeting
AIA	1	0.17	American International Assurance
AIT	1	0.17	The Asia Institute of Technology
ARA	1	0.17	Automotive Resources Asia

ASF	1	0.17	Asian Scholarship Foundation
ATM	1	0.17	Asynchronous Transfer Mode, Automatic Teller Machine
CCA	1	0.17	Certified Crop Advisor
CCIE	1	0.17	Cisco Certified Internetwork Expert
CDs	1	0.17	Compact Discs
CIA	1	0.17	Central Intelligence Agency
CISSP	1	0.17	Certified Information Systems Security Professional
Cpk	1	0.17	Capability Process Study
DNA	1	0.17	Deoxyribonucleic acid
DNS	1	0.17	Domain Name Server, Domain Name Service, Domain Name System
DOE	1	0.17	Design of Experiment
EA	1	0.17	Environmental Assessment
EE	1	0.17	Electrical Engineering
F&A	1	0.17	Food & Agribusiness
FHI/ARO	1	0.17	The Asia Regional Office of Family Health International
FMEA	1	0.17	Failure Mode Efficient Analysis
FTP	1	0.17	File Transfer Protocol
GMP	1	0.17	Good Manufacturing Practice
IE	1	0.17	Industrial Engineering
ISR	1	0.17	Intelligence, Surveillance and Reconnaissance
MPEG	1	0.17	Motion Picture Experts Group
OEMs	1	0.17	Original Equipment Manufacturing
OOP	1	0.17	Object-Oriented Program
PCR	1	0.17	Polymerase Chain Reaction
PDCA	1	0.17	Pain-do-check-action (the Deming Circle of Quality)
QCC	1	0.17	Quality Control Circle
RPA	1	0.17	Resident Process Advisor
SNA	1	0.17	System Network Architecture
SPSS	1	0.17	Statistic Package for Social Sciences
TAT	1	0.17	Tourism Authority of Thailand
TCD	1	0.17	Tera Commercial Decoration

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TCP/IP	1	0.17	Transmission Control Protocol/Internet Protocol
TLMC	1	0.17	Thai Longstay Management Corporation
VPN	1	0.17	Virtual Private Network
Total	605	100	

Contractions

<i>Word</i>	<i>Freq.</i>	<i>%</i>	<i>Full Name</i>
Ltd.	222	53.62	Limited
Rd.	80	19.33	Road
No	71	17.15	Number
Mr.	13	3.14	Mister
Yrs.	12	2.90	Years
MSc	4	0.97	Master of Science
PhD	4	0.97	Philosophiae Doctor , Doctoral in Philosophy
St.	3	0.72	Saint
CM	2	0.48	Centimetre
TV	2	0.48	Television
Mrs.	1	0.24	Mistress
Total	414	100	

Acronyms

<i>Word</i>	<i>Freq.</i>	<i>%</i>	<i>Full Name</i>
ASEAN	17	21.25	Association of South-East Asian Nations
LAN	13	16.25	Local Area Network
SAP	11	13.75	Second Audio Program, Service Access Point, Session Announcement Protocol, Service Advertising Protocol, Symbolic Assembly Programme
AIDS	7	8.75	Acquired Immune Deficiency Syndrome
TOEIC	5	6.25	Test of English for International Communication
WAN	5	6.25	Wide Area Network
SEA	4	5.00	South East Asia
TOEFL	4	5.00	Test of English as a Foreign Language

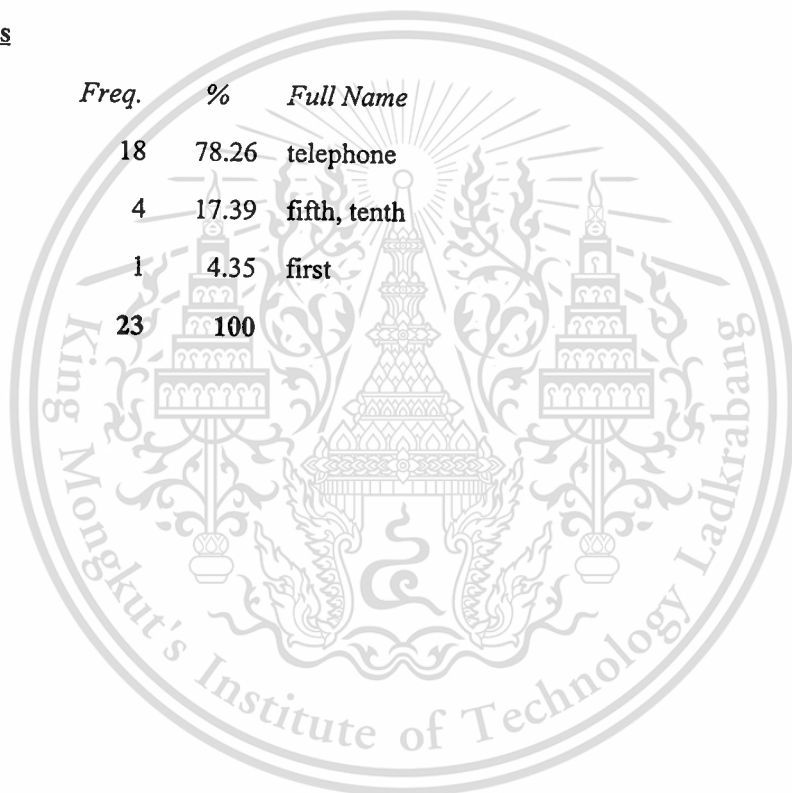
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VAT	4	5.00	Value Added Tax
TESOL	3	3.75	Teaching English as a Foreign Language
CELTA	2	2.50	Certificate in English Language Teaching to Adults
IELTS	2	2.50	International English Language Testing System
CAD	1	1.25	Computer-Aided Design
JICA	1	1.25	Japan International Cooperation Agency
SAT	1	1.25	Scholastic aptitude Test
Total	80	100	

Apheresises

<i>Word</i>	<i>Freq.</i>	<i>%</i>	<i>Full Name</i>
phone	18	78.26	telephone
th	4	17.39	fifth, tenth
st	1	4.35	first
Total	23	100	



APPENDIX E

International Standard Classification of Occupations (ISCO-88)

Major, Sub-major and Minor Groups

Major group 1 *Legislators, Senior Officials and Managers*

Legislators and Senior Officials

- Legislators
- Senior Government Officials
- Traditional Chiefs and Heads of Villages
- Senior Officials of Special-interest Organizations

Corporate Managers

- Directors and Chief Executives
- Production and Operations Department Managers
- Other Department Managers

General Managers

- General Managers

Major Group 2 *Professional*

Physical, Mathematical and Engineering Science Professionals

- Physicists, Chemists and Related Professionals
- Mathematicians, Statisticians and Related Professionals
- Computing Professionals
- Architects, Engineers and Related Professionals

Life science and Health Professionals

- Life Science Professionals
- Health Professional (except nursing)
- Nursing and Midwifery Professionals

Teaching Professionals

- College, University and Higher Education Teaching Professionals
- Secondary Education Teaching Professionals
- Primary and Pre-primary Education Teaching Professionals
- Special Education Teaching Professionals
- Other Teaching Professionals

Other Professionals

- Business Professionals
- Legal Professionals
- Archivists, Librarians and Related Information Professionals
- Social Science and Related Professionals
- Writers and Creative or Performing Artists
- Religious Professionals

Major Group 3 *Technicians and Associate Professionals*

Physical and Engineering Science Associate Professionals

- Physical and Engineering Science Technicians
- Computer Associate Professionals
- Optical and Electronic Equipment Operators
- Ship and Aircraft Controllers and Technicians
- Safety and Quality Inspectors

Life Science and Health Associate Professionals

- Life Science Technicians and Related Associate Professionals
- Modern Health Associate Professionals (except nursing)
- Nursing and Midwifery Associate Professionals
- Traditional Medicine Practitioners and Faith Healers

Teaching Associate Professionals

- Primary Education Teaching Associate Professionals
- Pre-primary Education Teaching Associate Professionals
- Special Education Teaching Associate Professionals
- Other Teaching Associate Professionals

Other Associate Professionals

- Finance and Sales Associate Professionals
- Business Service Agents and Trade Brokers
- Administrative Associate Professionals
- Customs, Tax and Related Government Associate Professionals
- Police Inspectors and Detectives
- Social Work Associate Professionals
- Artistic, Entertainment and Sports Associate Professionals
- Religious Associate Professionals

Major Group 4 Clerks

Office Clerks

- Secretaries and Keyboard-operating Clerks
- Numerical Clerks
- Material-recording and Transport Clerks
- Library, Mail and Related Clerks
- Other Office Clerks

Customer Service Clerks

- Cashiers, Tellers and Related Clerks
- Client Information Clerks

Major Group 5 Service Workers and Shop and Market Sales Workers

Personal and Protective Service Workers

- Travel Attendants and Related Workers
- Housekeeping and Restaurant Service Workers
- Personal Care and Related Workers
- Other Personal Service Workers
- Astrologers, Fortune-tellers and Related Workers
- Protective Services Workers

Models, Sales Persons and Demonstrators

- Fashion and Other Models
- Shop Salespersons and Demonstrators

- Stall and Market Salespersons

Major Group 6 *Skilled Agricultural and Fishery Workers*

Market-oriented Skilled Agricultural and Fishery Workers

- Market Gardeners and Crop Growers
- Market-oriented Animal Producers and Related Workers
- Market-oriented Crop and Animal Producers
- Forestry and Related Workers
- Fishery Workers, Hunters and Trappers

Subsistence Agricultural and Fishery Workers

- Subsistence Agricultural and Fishery Workers

Major Group 7 *Craft and Related Trade Workers*

Extraction and Building Trade Workers

- Miners, Shot Firers, Stone Cutters and Carvers
- Building Frame and Related Trade Workers
- Building Finishers and Related Trades Workers
- Painters, Building Structure Cleaners and Related Trades Workers

Metal, Machinery and Related Trades Workers

- Metal Moulders, Welders, Sheet-metal Workers, Structural-metal Preparers, and Related Trades Workers
- Blacksmiths, Tool-makers and Related Trades Workers
- Machinery Mechanics and Fitters
- Electrical and Electronic Equipment Mechanics and Fitters

Precision, Handicraft, Printing and Related Trade Workers

- Precision Workers in Metal and Related Materials
- Potters, Glass-makers and Related Trades Workers
- Handicraft Workers in Wood, Textile, Leather and Related Material
- Printing and Related Trades Workers

Other Craft and Related Trades Workers

- Food Processing and Related Trades Workers
- Wood Treaters, Cabinet-makers and Related Trades Workers

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- Textile, Garment and Related Trades Workers
- Pelt, Leather and Shoemaking Trades Workers

Major Group 8 *Plant and Machine Operators and Assemblers*

Stationary Plant and Related Operators

- Mining and Mineral-processing-plant Operators
- Metal-processing-plant Operators
- Glass, Ceramics and Related Plant-operators
- Wood-processing and Papermaking-plant Operators
- Chemical-processing-plant Operators
- Power-production and Related Plant Operators
- Automated-assembly-line and Industrial-robot Operators

Machine Operators and Assemblers

- Metal and Mineral-products Machine Operators
- Chemical-products Machine Operators
- Rubber and Plastic-products Machine Operators
- Wood-products Machine Operators
- Printing, Binding and Paper-products Machine Operators
- Textile, Fur and Leather-products Machine Operators
- Food and Related Products Machine Operators
- Assemblers
- Other Machine Operators and Assemblers

Drivers and Mobile Plant Operators

- Locomotive Engine Drivers and Related Workers
- Motor Vehicle Drivers
- Agricultural and Other Mobile Plant Operators
- Ships' Deck Crews and Related Workers

Major Group 9 *Elementary Occupations*

Sales and Service Elementary Occupations

- Street Vendors and Related Workers
- Shoe Cleaning and Other Street Services elementary Occupations

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- Domestic and Related Helpers, Cleaners and Launderers
- Building caretakers, Window and Related Cleaners
- Messengers, Porters, Doorkeepers and Related Workers
- Garbage Collectors and Related Labourers

Agricultural, Fishery and Related Labourers

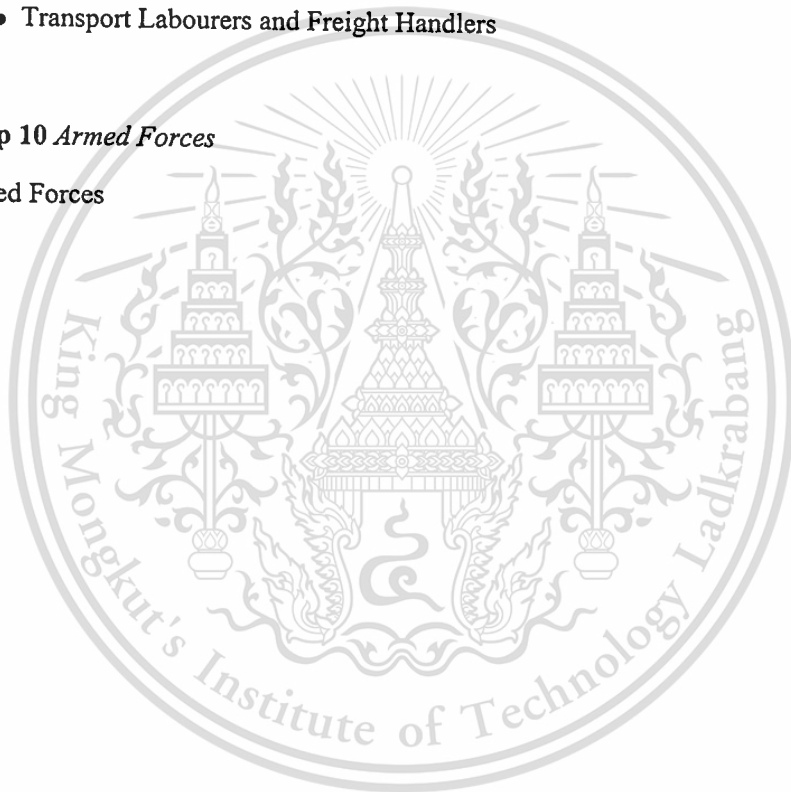
- Agricultural, Fishery and Related Labourers

Labourers in Mining, Construction, Manufacturing and Transport

- Mining and Construction Labourers
- Manufacturing Labourers
- Transport Labourers and Freight Handlers

Major Group 10 *Armed Forces*

Armed Forces



APPENDIX F

Samples of Sentence Analysis

Simple Sentences

1. L-3 Communications (NYSE:LLL) is a leading merchant supplier of Intelligence, Surveillance and Reconnaissance (ISR) produce; secure communications systems and products; avionics and ocean products; training product; microwave component and telemetry; as well as instrumentation, space and wireless products.
2. The Security and Detection Systems division is a leading supplier of X-ray screening technology to a variety of industries worldwide.
3. The ideal shall be responsible for all sales, both direct and through distributors in Thailand, Myanmar, Cambodia, Laos, Vietnam, Philippines, and Taiwan.
4. You must have an extensive network of business relationships with key government and private players
5. You must be customer-focused, service-oriented, self-motivated, energetic and a great team player.
6. The successful candidate will report to and work closely with the Vice President-Asia Pacific
7. We offer an attractive compensation, benefits package and career opportunities to the successful candidate.
8. Join the team
9. A modest honorarium is offered.

10. Additionally, a detailed curriculum vitae, letters of reference and 4 passport size photographs should also accompany the application.
11. Applications close at 3pm on Thursday 7 November 2002.
12. Only shortlisted candidates will be notified.
13. An entrepreneurial attitude and strong interpersonal skills with excellent English and a high level of computer proficiency is required
14. Worley International Limited is a subsidiary of Worley Limited, Australia, one of the region's largest and most successful engineering and project management consultancies.
15. Worley's services cover in all process industries and Infrastructure sectors.
16. The following opportunities are currently available.
17. Our client is a fortune 500 company and the world's largest safety supplier with sales to all the leading manufacturing in the world.
18. The company has 80 subsidiaries and joint ventures and employs 30,000 people in over 30 vehicle manufacturing countries.
19. An international diamond export manufacturer requires Deputy Factory Manager.
20. Interested persons can send applications in English with references and recent photos to the following address.
21. The successful applicant will be offered a competitive remuneration package and a chance for future promotion in Thailand or in other countries.
22. Please send your resume and recent picture by email to glgteam@cmpthiland.com

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23. Please send resume to Managing Director.
24. We are a well established international company manufacturing and marketing quality lighting products and systems.
25. Candidates should be mature and quality minded.
26. A degree in any field of engineering, preferably electrical engineering, from a recognized university is essential.
27. Fluency in English is required.
28. MRP and ISO90000 knowledge would be of advantage.
29. We offer excellent remuneration for the right person.
30. Qualified candidates should apply in English with career details, references and a recent photo to WE-EF Lighting Co.Ltd.
31. The Mekong River Basin Wetland Biodiversity Conservation and Sustainable Use Programme is a five-year programme of activities in the four lower Mekong countries.
32. This will be a 12-month position with opportunity for extension.
33. Are you a Top Telecommunications Professional?
34. Our clients, leaders in the international telecommunications industry, are seeking top engineers for project management positions throughout the Middle East and Asia.
35. You will provide lead support to a team of up to ten technicians, as well as be the primary point of contact with the clients and local vendors.

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36. Please contact us today at GlobalSource@tm.com or via fax to 02-655-5010 with your CV, references, contact details and salary requirements.
37. You can also reach us via phone at 02-655-5020 or on our website at <http://www.th.tmp.com>.
38. Only short-listed candidates will be called for interview.
39. We are a subsidiary of American Appraisal Associates, a leading worldwide independent valuation consulting firm.
40. We offer an attractive salary, benefit program and the opportunity for career growth.
41. Company operational procedures, techniques and policies will be provided.
42. We are looking for an experienced Administrative assistant for a multi-person office.
43. CHEMMART ENTERPRISE (THAILAND) CO., LTD. is an established manufacturer and distributor of textile chemical auxiliaries.
44. INTEGRA PACIFIC TECHNOLOGIES CO., LTD. provides chemicals and chemical systems primarily to the Paper and Pulp industries.
45. All applications will be regarded as totally Private & Confidential.
46. The Quality Vacation Club is one of the fastest growing Vacation Ownership clubs in Thailand today.
47. Applicants should state current and expected salary.
48. Our customers include many world famous brands of apparel, footwear, and luggage etc.

49. The DNV's organization comprises 300 offices in 100 countries, with a total of 5,500 employees.
50. Amongst other services, DVN provides Accredited Management Systems Certification in accordance to international standards such as ISO 9000, ISO 14001, OHASA 18001, etc.

Compound Sentences

1. Successful candidates will assume the position of finance and administration manager-South East Asia and he/she will report to the C.E.O. and group finance manager in Hong Kong.
2. Our factory is located in Klangdong Airfield, Nakornratchasima and now we are looking for a new staff for the following position.

Complex Sentences

1. Candidates who are ready and keen to take on this challenging role are invited to apply by Friday August 9, 2002
2. CMP Media (Thailand) Co. Ltd. is a member of the global United Business Media which has a portfolio of over 400 products, mainly exhibitions and publication.
3. Detailed advice of the selection criteria that will be used to select a suitable candidate are available on the embassy's website at www.austembassy.or.th.
4. If required further information, can be obtained from Mr. Alan Valtas on Telephone 02-2872680
5. We are expanding and looking for additional staff to handle new projects.
6. Candidates must have at least 2 years experience in the position applied for, Thai nationals, university graduates, 25-35 years old.

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7. Ability to communicate in a second language (English, Chinese, or Japan) is a distinct advantage.
8. It's no surprise then that UPS has been rated the "World's Most Admired" mail, package and freight delivery company in a Fortune magazine survey for the fourth consecutive year.
9. So, if you share the same commitment to excellence, come to join UPS-the world's largest package and document Delivery Company.
10. As a key member of the management team you will develop and implement Business Development strategies & policies that will drive the continued success of UPS in Thailand.
11. To assist in this rapid growth, Worley wishes to recruit Thai Nationals who are enthusiastic and self-motivated individuals, with interest in a long term career with Worley International Limited.
12. The responsibilities of HR include formulating and implementing a sound Human Resource strategy that will be in the line with corporate policies, recruitment, training, job evaluation, management development and remuneration as well as personnel administration, manpower planning and safety.
13. Applications which will be treated in strictest confidence shall include CV, recent photograph and references and be sent to Pacific 2000 who have been requested to process applications.
14. We seek an experienced industrial salesperson to manage our existing customers while identifying new applications and opportunities in the Pacific Rim Region.
15. Thai Longstay Management Corporation (TLMC), a joint venture to Thai and foreign firms with the Tourism authority of Thailand (TAT), is recruiting Thai nation who have proven records of achievement for the following positions.

16. Global Alliance for Workers and Communities (GA) is a partnership of multinational corporations, NGOs academic institutions which seeks to improve workplace experience and quality of life for young adult workers in global production and supply chain.
-
17. As licenced operators of the internationally famed Lojack Stolen Vehicle Recovery Service we are now recruiting key personnel to prepare us for our official launch in early 2003.
18. To support our expansion, we are looking for dynamic, hardworking, and driven individuals who want a successful future to be the fruit of their careers.
19. Significant experience in sales and marketing, especially, in working with distributors in the security industry would be advantageous.
20. We aim for perfection and are now seeking a similarly driven individual to build on our sales success.
21. This includes setting goals, identifying opportunities, building and training a sales team, and controlling operations.
22. To meet the demand of our rapidly-growing Freight Forwarding Division, we are currently looking for a dynamic, self-motivated, results-oriented candidates who has excellent leadership and interpersonal communication skills to fill a senior position of assistant general manager.
23. The United Nations Development Fund for Women works in partnership with UN bodies, governments and NGO to support innovative programmes and strategies that promote woman's human, political participation and economic security.
24. If you have the skills and would like to join an established British company expanding in Thailand, please send your application in English to Human Resource Department.

25. We are looking for a candidate who has a successful sales record to do recruiting full time sales.
26. Let your career take off with the World's Most Admired Package Delivery Company.
27. We are looking for a Sales Manager who will help us to penetrate into worldwide jewelry market.
28. If you want a new challenge and looking for highly motivated job and salary, please contact us now.
29. If you are responsible, self-motivated, have excellent interpersonal skills and are willing to relocate, we want to hear form you.
30. Think of jobs think of M &A
31. As we are expanding, we offer excellent career opportunities to qualified candidates.
32. If you would like the opportunity to work as part of a young and dynamic team, in an international environment, please mail your resume, together with a letter explaining what particular skills and /or experience you feel make you suitable for these positions by 22 June 2002.
33. Shinawatra University is a recently-established university aiming to foster innovation and lifelong learning amongst students, graduates and faculty, so as to contribute to global sustainable development.
34. The Asia plant, located in the Eastern Seaboard Industrial Estate, represents the largest single Swiss investment in Thailand and continues to benefit from a high rate of growth.

35. Reporting to the Country Manager, the manager, based in Rayong, will be responsible for all project activities, including the installation of new equipment at customer's sites, and also for all service department activities, ensuring operational safety and reliability of the equipment at all times.
36. Please quote the reference number of the position applied for.
37. GA is recruiting a highly capable person to fill the position of Country Director.
38. Please send your application including resume, recent photograph and at least 2 references to the address below by July 19, 2002.
39. The A.P. Moller Group, whose headquarters are in Copenhagen, has more than 50,000 employees.
40. The company has a plant in Rayong manufacturing steel fabrications, 60% being exported and now requires an experience individual who can improve efficiency and quality to enable the plant to expand, for the position "Senior Production Manager."
41. The programme will be managed from a Programme Management Office in Phnom Penh, Cambodia, which will be established by IUCN.
42. The Programme Management Office will collaborate closely with the Mekong River Commission Secretariat that is also situated in Phnom Penh.
43. The programme includes support to the Ramsar Administrative Authorities and a number of other activities that require full-time input from an ecologist.
44. If so, we want to talk to you about the following job possibilities!
45. As we are expanding, we offer excellent career opportunities to qualified candidates.

46. Maintains link with key emergency operations, and helps implement emergency capacity building projects through administrative support.
47. All candidates communicate effectively in English/ Thai preferred. (All candidates who communicate effectively in English/ Thai are preferred)
48. If interested and qualified, please send resume indicating expected salary and photo.
49. If accepted; you will be trained, mentored, and led by highly experienced Executives.
50. If you are capable of accepting a high level of responsibility, and meet the specifications below; please contact our office to set up an immediate interview.
51. If you are interested, please contact Ms. Ratchadawon Boondech.
52. Plan's vision is world in which all children realize their full potential in societies that respect people's rights and dignity.
53. The successful candidate, based in Bangkok, will assist the IPEC Technical Officer on Child Labour who will be responsible for planning, management, implementation, and coordination of the project activities (i.e. support and follow-up action at the country level and is responsible for the implementation of the Thailand component of the project.
54. We are now in the process of expanding our activities and are looking for high caliber Thai individuals who enjoy building up their international and professional career in an intellectually challenging environment, requiring considerable self-motivation and perseverance.
55. If you meet the above requirements, please write in/fax-in with a detailed resume stating current and expected salaries before 30 September 2002 to BIOSCOR INTERNATIONAL PTY: LTD.
56. Contact Simon or Tely on Tel: 0 2253 3312 to arrange an interview or to find out more.

57. For our air conditioners manufactured in Thailand we are looking for a European, Japanese or American.
58. The applicant should be prepared to work in Thailand.
59. Matsushita Home Appliance (Thailand) Co., Ltd. is the electrical home appliance manufacturer: Rice Cooker, Electric Thermo Pot and Washing Machine which has been the production strategy based in Asia.
60. Please send resume with covering letter explaining why you think you are suitable for the position to: Plan Asia Regional Office.
61. Would you like to get involved with how a modern public company works?
62. If so, we may have just the position for you.
63. If you think you fit the bill, please send your resume together with an application letter including expected salary and a recent photograph to HUMAN RESOURCES DEPARTMENT.
64. You start as an Agent with a perspective to become Managing Director in our Limited Co. which will be set up in the future.
65. You have the opportunity of international travel and contacts if desired.
66. The selection process will begin on July 20, 2002 and continue until the position is filled.
67. This position is on a one-year contract basis which may be renewed at the end of the tenure.
68. We regret that only short-listed candidates will be notified.

69. The Asia Partnership for Human Development (APHD), an international network of 23 Catholic development agencies from Asia, Europe, Canada, Australia and New Zealand, is looking for a **COMMUNICATION AND INFORMATION OFFICER** who will be responsible for attending to the information, documentation and communication needs of the Partnership.
70. If you feel you would like to contribute in building an exciting future for yourself, please send your CV with one full length and one passport size colour photograph including your height and weight to the address below.

Compound-Complex Sentences

1. As a public company listed on the Stock Exchange of Thailand, Post Publishing Plc strives for modern international audit practices consistent with the requirements of good corporate governance and the successful candidates will be required to comply in every way.
2. Every person in Medtronic plays their part in this important work and here in Thailand, we have the following opening for more people to join us as **ACCOUNTANT**.



- Name:** Miss Panrudee Panrudee
- Date of Birth:** 26 July 1978
- Place of Birth:** Suphanburi, Thailand
- Education :**
- | | |
|-----------|--|
| 1997-2001 | Bachelor's degree in English Education (Secondary Education),
majoring in English and minoring in Psychology and Guidance
Rajabhat Institute Phranakhon Si Ayutthaya |
| 2001-2005 | Master's degree in Applied Linguistics-English for Science and
Technology King Mongkut's Institute of Technology
Ladkrabang (KMILT) |
- Work Experience :**
- Translator children books of the Time Life Company
 - Part-time teacher at Kumon for 2 weeks
 - Part-time English teacher to a primary students for 3 months
 - A teacher trainee at Demonstration Secondary School of
Rajabhat Institute Phranakhon Si Ayutthaya